NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 28, 1978

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	THREE'S COMPANY	25.0	18,230
2	LAVERNE AND SHIRLEY	24.4	17,790
3	HOW THE WEST WAS WON#	22.7	16,550
4	DAIN CURSE PT.I(S)	22.6	16,480
5	HAPPY DAYS	22.1	16,110
6	OLIVIA(S)	21.2	15,450
7	NBC MONDAY NIGHT MOVIES	20.9	15,240
8	CARTER COUNTRY	20.5	14,940
9	M*A*S*H	19.4	14,140
10	ABC MONDAY NIGHT MOVIE#	19.0	13,850
11	BING CROSBY-LIFE & LEGEND(S)	18.6	13,560
12	DAIN CURSE PT. III(S)	18.3	13,340
12	LITTLE HOUSE-PRAIRIE	18.3	13,340
14	CLASS OF '65#	18.2	13,270
14	NBC MOVIE OF THE WEEK(S)	18.2	13,270
16	DAIN CURSE PT. II(S)	17.9	13,050
16	FAMILY#	17.9	13,050
18	CARPENTERS-ENCOUNTERS(S)	17.7	12,900
19	BIG EVENT	17.5	12,760
19	ESCAPADE(S)	17.5	12,760
21	CBS WEDNESDAY NIGHT MOVIE#	17.4	12,680
21	INCREDIBLE HULK	17.4	12,680
23	LOVE BOAT	17.3	12,610

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HOW THE WEST WAS WON#	19.0	38,830
2	THREE'S COMPANY	17.5	35,600
3	LAVERNE AND SHIRLEY	17.2	35,070
4	HAPPY DAYS	16.6	33,850
5	OLIVIA(S)	16.0	32,720
6	ESCAPADE(S)	14.7	29,990
7	ABC MONDAY NIGHT MOVIE#	14.6	29,790
8	INCREDIBLE HULK	14.0	28,500
9	DAIN CURSE PT.I(S)	13.9	28,380
10	CARPENTERS-ENCOUNTERS(S)	13.6	27,810
11	CARTER COUNTRY	13.2	26,850
12	NBC MONDAY NIGHT MOVIES	13.1	26,740
13	M*A*S*H	13.0	26,540
14	STARSKY AND HUTCH#	12.6	25,680
15	LITTLE HOUSE-PRAIRIE	12.3	25,060
16	LOVE BOAT	12.2	24,870
17	FANTASY ISLAND SPECIAL(S)	12.1	24,670
18	CLASS OF '65#	11.9	24,210
19	NBC MOVIE OF THE WEEK(S)	11.8	24,130
20	FANTASY ISLAND	11.7	23,850
21	MR. MAJESTYK(S)	11.6	23,690
22	BIG EVENT	11.6	23,670

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	THREE'S COMPANY	19.4	14,960
2	HOW THE WEST WAS WON#	18.9	14,590
3	LAVERNE AND SHIRLEY	18.0	13,880
4	DAIN CURSE PT.I(S)	17.7	13,620
5	HAPPY DAYS	16.9	13,000
5	NBC MONDAY NIGHT MOVIES	16.9	13,000
7	BING CROSBY-LIFE & LEGEND(S)	16.2	12,450
8	CARTER COUNTRY	15.7	12,100
8	OLIVIA(S)	15.7	12,100
10	M*A*S*H	15.6	12,010
11	DAIN CURSE PT. II(S)	15.5	11,910
12	CHARLIE'S ANGELS#	15.2	11,710
13	CARPENTERS-ENCOUNTERS(S)	14.6	11,260
14	BIG EVENT	14.5	11,180
15	DAIN CURSE PT. III(S)	14.5	11,150
16	FAMILY#	14.3	11,050
17	LITTLE HOUSE-PRAIRIE	14.3	11,000
18	ABC MONDAY NIGHT MOVIE#	14.1	10,850
19	CLASS OF '65#	14.1	10,830
20	CBS WEDNESDAY NIGHT MOVIE#	14.0	10,750
21	STARSKY AND HUTCH#	13.9	10,710

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HOW THE WEST WAS WON#	20.9	14,440
2	MR. MAJESTYK(S)	15.5	10,730
3	ESCAPADE(S)	14.8	10,220
4	DAIN CURSE PT.I(S)	14.0	9,710
5	NBC MONDAY NIGHT MOVIES	13.9	9,630
6	ABC MONDAY NIGHT MOVIE#	13.9	9,610
7	FANTASY ISLAND SPECIAL(S)	13.5	9,320
8	NBC MOVIE OF THE WEEK(S)	13.4	9,290
9	THREE'S COMPANY	13.1	9,050
10	NBC MOVIE OF THE WEEK(S)	12.9	8,910
11	DAIN CURSE PT. III(S)	12.7	8,820
12	CBS TUESDAY NIGHT MOVIES#	12.6	8,750
13	OLIVIA(S)	12.5	8,630
14	DEAN MARTIN CELEB. ROAST(S)	12.4	8,570
15	DAIN CURSE PT. II(S)	12.3	8,480
16	INDIANAPOLIS 500(S)	12.0	8,310
17	CLASS OF '65#	11.9	8,250
18	INCREDIBLE HULK	11.9	8,240
19	BEASTS ARE IN THE STREETS(S)	11.7	8,090
19	BIG EVENT	11.7	8,090
21	M*A*S*H	11.7	8,070
22	ALICE	11.6	8,060
22	CARTER COUNTRY	11.6	8,060
24	STARSKY AND HUTCH#	11.5	7,970

CONT'D

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 28, 1978

NIELSEN AVERAGE AUDIENCE

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
CONT'D			
25	60 MINUTES	11.5	7,940
26	LAVERNE AND SHIRLEY	11.3	7,850
27	BING CROSBY-LIFE & LEGEND(S)	11.3	7,800
28	ABC MONDAY NIGHT BASEBALL#	10.8	7,470

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	THREE'S COMPANY	22.5	10,750
2	LAVERNE AND SHIRLEY	20.8	9,920
3	DAIN CURSE PT.I(S)	20.1	9,620
4	OLIVIA(S)	19.9	9,510
5	HAPPY DAYS	19.5	9,330
6	HOW THE WEST WAS WON#	19.0	9,060
7	DAIN CURSE PT. II(S)	18.1	8,650
8	CARTER COUNTRY	17.8	8,490
9	CARPENTERS-ENCOUNTERS(S)	17.2	8,220
10	CHARLIE'S ANGELS#	17.2	8,210
11	M*A*S*H	16.7	7,990
12	NBC MONDAY NIGHT MOVIES	16.6	7,950
13	STARSKY AND HUTCH#	16.5	7,860
14	DAIN CURSE PT. III(S)	16.4	7,820
15	ESCAPADE(S)	15.7	7,520
16	FAMILY#	15.6	7,440
17	CLASS OF '65#	15.0	7,170
18	FANTASY ISLAND SPECIAL(S)	14.9	7,110
19	INCREDIBLE HULK	14.8	7,060
20	ONE DAY AT A TIME#	14.5	6,950
21	LOVE BOAT	14.5	6,910
22	ABC MONDAY NIGHT MOVIE#	14.3	6,840

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BING CROSBY-LIFE & LEGEND(S)	25.6	5,930
2	NBC MOVIE OF THE WEEK(S)	20.3	4,700
3	WALTONS	19.3	4,480
4	FESTIVAL OF-STARS:MEXICO(S)	19.2	4,450
5	LITTLE HOUSE-PRAIRIE	19.0	4,410
6	DEAN MARTIN CELEB. ROAST(S)	18.5	4,280
7	LIFE-TIMES-GRIZZLY ADAMS#	17.2	3,990
8	60 MINUTES	16.9	3,920
9	ALICE	16.6	3,860
10	ALL IN THE FAMILY	16.5	3,820
11	NBC MOVIE OF THE WEEK(S)	16.3	3,780
12	NBC MONDAY NIGHT MOVIES	16.1	3,740
13	JEFFERSONS	16.0	3,720
14	C.P.O. SHARKEY#	16.0	3,700
15	HOW THE WEST WAS WON#	15.6	3,620
15	SNOOPY'S MUSICAL ON ICE(S)	15.6	3,620
17	CBS TUESDAY NIGHT MOVIES#	15.3	3,540
18	CBS EVENING NEWS-CRONKITE	14.9	3,460
19	ABC FRIDAY NIGHT MOVIE	14.9	3,450
20	OSMOND BROTHERS SPECIAL(S)	14.6	3,390
21	BIG EVENT	14.4	3,340
22	COUNTRY NIGHT OF STARS 1(S)	14.2	3,290
22	SWEDEN'S-COMMAND CIRCUS(S)	14.2	3,290
24	M*A*S*H	14.1	3,260

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MAY 28, 1978

NIELSEN AVERAGE AUDIENCE

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	HOW THE WEST WAS WON#	20.8	9,420
2	MR. MAJESTYK(S)	17.0	7,710
3	FANTASY ISLAND SPECIAL(S)	15.1	6,830
4	ESCAPADE(S)	14.3	6,500
5	DAIN CURSE PT.I(S)	14.0	6,370
6	ABC MONDAY NIGHT MOVIE#	14.0	6,340
7	CLASS OF '65#	13.8	6,250
8	NBC MONDAY NIGHT MOVIES	13.7	6,210
9	OLIVIA(S)	13.6	6,170
10	THREE'S COMPANY	13.2	5,990
11	INCREDIBLE HULK	12.8	5,810
12	CBS TUESDAY NIGHT MOVIES#	12.6	5,720
13	STARSKY AND HUTCH#	12.3	5,590
14	DAIN CURSE PT. III(S)	12.0	5,450
15	DAIN CURSE PT. II(S)	11.9	5,410
16	LAVERNE AND SHIRLEY	11.5	5,210
17	CARTER COUNTRY	11.4	5,160
18	BIG EVENT	11.3	5,130
19	BIG EVENT-TUE.#	11.0	4,970
19	NBC MOVIE OF THE WEEK(S)	11.0	4,970
21	GOOD TIMES#	10.9	4,930
22	HAPPY DAYS	10.8	4,900
23	M*A*S*H	10.7	4,850

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	NBC MOVIE OF THE WEEK(S)	23.4	4,260
2	DEAN MARTIN CELEB. ROAST(S)	21.7	3,950
3	HOW THE WEST WAS WON#	19.7	3,600
4	BING CROSBY-LIFE & LEGEND(S)	19.4	3,540
5	BEASTS ARE IN THE STREETS(S)	18.4	3,350
6	NBC MOVIE OF THE WEEK(S)	16.8	3,060
7	LITTLE HOUSE-PRAIRIE	16.6	3,020
8	60 MINUTES	16.0	2,910
9	FESTIVAL OF-STARS:MEXICO(S)	15.7	2,870
10	CBS EVENING NEWS-CRONKITE	15.7	2,860
11	ABC MONDAY NIGHT BASEBALL#	15.5	2,830
12	LIFE-TIMES-GRIZZLY ADAMS#	15.1	2,750
13	ALICE	14.8	2,700
13	HANNIE CAULDER(S)	14.8	2,700
15	ESCAPADE(S)	14.6	2,670
16	M*A*S*H	14.6	2,660
17	ABC MONDAY NIGHT MOVIE#	14.5	2,650
18	COUNTRY NIGHT OF STARS 1(S)	14.4	2,620
18	JEFFERSONS	14.4	2,620
20	NBC MONDAY NIGHT MOVIES	14.3	2,610
21	DAIN CURSE PT. III(S)	14.3	2,600
22	INDIANAPOLIS 500(S)	14.0	2,550
23	CBS TUESDAY NIGHT MOVIES#	13.9	2,540
23	C.P.O. SHARKEY#	13.9	2,540

CONT'D

MEN 18–49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)

MEN 55+

CONT'D

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
25	DAIN CURSE PT.I(S)	13.3	2,420
26	THREE'S COMPANY	13.2	2,400
27	ABC FRIDAY NIGHT MOVIE	12.7	2,320
27	ALL IN THE FAMILY	12.7	2,320

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

OTHER FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•EVENING																										
ABC FRIDAY NIGHT MOVIE	28	189	181	A	13.6	27	991	1760	800	254	845	234	412	401	164	349	644	183	363	338	108^	234	111^	57^	160	119^
FRI. 9.00P 120 ABC FF		98	94	B	17.9	31	1305																			
9.00 - 9.30				A	12.7	26	926	1776	844	269	897	229	405	390	174	400	619	166	336	309	117^	249	110^	52^	150	108^
9.30 - 10.00				A	13.0	25	948	1710	800	235	833	204	370	366	166	381	643	176	348	328	111^	245	93^	43^	141	111^
10.00 - 10.30				A	14.3	27	1042	1789	781	257	828	249	428	417	163	316	671	211	383	354	102^	226	121	63^	169	116
10.30 - 11.00				A	14.4	28	1050	1745	768	254	816	246	431	421	157	305	630	175	370	347	105^	220	125	69^	174	136
ABC MON NIGHT BSBL (B)			126	A	6.4	15	467	1711	635	219^	635	126v	310^	344^	173^	283^	784	231^	400^	292^	161^	283^	221^	117v	71v	71v
2 MON. 11.17P 16 ABC SE			72																							
ABC MONDAY NIGHT BASEBALL	4		184	A	11.8	20	860	1885	541	169^	586	156^	334	326	88^	192^	869	315	468	439	155^	328	251^	76^	179^	145^
2 MON. 8.30P 167 ABC SE			98	B	12.7	21	926																			
8.30 - 9.00				A	7.9	14	576	1806	537	126^	587	195^	336^	348^	101v	179^	903	419	549	494	177^	318^	141^	33v	175^	175^
9.00 - 9.30				A	11.9	20	868	2076	582	214^	683	222^	436	353	85^	185^	829	285	403	409	162^	341	266^	61v	298	217^
9.30 - 10.00				A	13.5	22	984	2033	585	205^	646	176^	376	344	91^	199^	870	288	435	439	183^	356	290	70^	227^	156^
10.00 - 10.30				A	13.8	23	1006	1789	475	122^	501	129^	265	281	73^	184^	852	287	448	433	145^	329	297	95^	139^	119^
10.30 - 11.00				A	12.7	22	926	1720	507	148^	507	112^	256	296	86^	194^	876	303	475	434	130^	332	226^	85^	111^	111^
ABC MONDAY NIGHT MOVIE	9	190		A	19.0	30	1385	2151	704	249	783	303	493	445	127^	211	695	265	458	387	101^	192	194	108^	479	277
1 MON. 8.00P 120 ABC FF		99		B	20.2	31	1473																			
8.00 - 8.30				A	17.7	31	1290	2052	642	225	724	281	429	373	126^	228	679	248	416	376	102^	203	157^	95^	492	287
8.30 - 9.00				A	19.4	32	1414	2210	673	222	751	303	475	446	124^	190	691	263	451	396	95^	185	189	111^	579	335
9.00 - 9.30				A	19.7	30	1436	2155	741	281	812	303	525	466	129^	211	698	256	467	384	107^	198	178	100^	467	271
9.30 - 10.00				A	19.2	29	1400	2167	750	265	836	325	539	485	128^	212	704	290	494	390	102^	176	244	122^	383	214
ABC NEWS-REASONER/WALTERS	159	196	196	A	7.7	19	561	1661	715	221	792	228	404	366	111	305	669	194	302	296	144	300	79^	22v	121	61^
M-F 6.30P 30 ABC N		99	98	B	9.7	19	707																			
ABC NEWSBRIEF-M-F	169	181	173	A	14.6	26	1064	1850	695	295	787	333	516	427	94	204	550	213	346	298	81	163	242	126	271	192
1 M-TH 9.58P 1 ABC N		95	93	B	18.3	29	1334																			
1 FRI. 8.58P 1																										
2 MON. 8.28P 1																										
2 TUE. 9.58P 1																										
2 W-F 8.58P 1																										
ABC NEWSBRIEF-SAT.	34	186	185	A	16.8	34	1225	1961	744	301	820	373	541	392	114	224	479	163	294	267	70^	153	257	165	405	313
SAT. 9.58P 1 ABC N		97	96	B	19.4	34	1414																			
ABC NEWSBRIEF-SUN.	33	183	187	A	12.0	26	875	2034	732	289	807	258	427	382	135^	311	838	289	476	462	128^	264	147	88^	242	168
1 SUN. 7.58P 1 ABC N		97	95	B	18.5	28	1349																			
2 SUN. 8.48P 1																										
ABC SATURDAY EVENING NEWS	22	116	112	A	4.1	12	299	1585	654	117^	658	184^	326^	355^	103^	290^	657	206^	370^	362^	127^	280^	202^	37v	68v	68v
SAT. 6.30P 30 ABC N		68	67	B	5.6	12	408																			
ABC WEEKEND NEWS-SATURDAY	32	156	155	A	7.9	18	576	1464	654	148^	667	183^	376	360	70^	199^	570	176^	339	316	41v	158^	131^	80^	96^	42v
SAT. 11.00P 15 ABC N		93	93	B	8.0	17	583																			
ABC WEEKEND NEWS-SUNDAY	31	156	160	A	6.2	13	452	1825	789	458	916	388	534	489	137^	221^	816	219^	474	372	77^	278	50v	30v	43v	43v
SUN. 11.00P 15 ABC N		97	97	B	6.1	14	445																			
ALICE	27	190	186	A	16.2	29	1181	1947	745	279	822	265	417	362	134	327	684	236	395	325	89^	230	220	88^	221	184
1 SUN. 8.48P 30 CBS CS		98	97	B	22.7	34	1655																			
2 SUN. 9.30P 30																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
ALL IN THE FAMILY	30	192	188	A	14.7	28	1072	1901	766	318	869	264	428	363	140	357	684	254	397	332	71^	217	166	82^	182	150
1 SUN. 8.18P 30 CBS CS		98	97	B	23.6	36	1720																			
2 SUN. 9.00P 30																										
BABY, I'M BACK	13	188	179	A	15.8	28	1152	1995	657	293	780	282	497	395	104	241	609	301	403	271	102^	186	202	102^	404	257
1 MON. 8.30P 30 CBS CS		98	97	B	18.4	28	1341																			
2 MON. 8.00P 30																										
BARETTA	11	189		A	14.0	25	1021	1645	602	281	678	316	444	339	115^	171^	638	236	365	362	136^	199^	208^	63^	121^	65^
1 THU. 10.00P 60 ABC OP		97		B	14.3	26	1042																			
10.00 - 10.30				A	13.5	24	984	1640	596	287	671	312	445	335	111^	164^	627	222^	348	357	133^	202^	218^	61^	124^	68^
10.30 - 11.00				A	14.6	27	1064	1631	600	273	677	320	439	339	119^	174^	641	250	377	364	135^	192^	194^	62^	119^	61^
BARETTA-11:30PM	30		156	A	5.7	19	416	1565	810	269^	810	307^	508^	422^	124v	251^	427^	252^	347^	229^	64v	64v	61v	LT	267^	109v
2 FRI. 11.30P 66 ABC OP			91	B	7.1	23	518																			
11.30 - 12.00				A	6.0	18	437	1625	763	293^	763	299^	491^	410^	122v	223^	567	265^	403^	292^	135v	135v	79v	LT	216^	108v
12.00 - 12.30				A	5.5	20	401	1584	888	257^	888	344^	539^	439^	123v	279^	291^	225^	291^	179^	LT	LT	52v	LT	353^	106v
BARNEY MILLER	30	195		A	16.4	29	1196	1626	696	450	776	405	550	407	79^	153^	506	207	304	312	57^	135^	151^	72^	193^	120^
1 THU. 9.00P 30 ABC CS		98		B	21.1	33	1538																			
BEASTS ARE IN THE STREETS(S)		195		A	15.6	29	1137	2001	678	236	782	276	410	400	138^	270	712	212	370	302	144^	296	171^	49v	336	210
1 THU. 8.00P 120 NBC GD		98																								
8.00 - 8.30				A	12.9	27	940	2106	700	220^	803	232^	339	377	153^	335	771	200^	356	305	171^	369	183^	53v	349	197^
8.30 - 9.00				A	15.4	30	1123	2046	664	219	755	240	383	386	127^	264	730	200^	364	311	145^	315	185^	35v	376	227
9.00 - 9.30				A	16.9	30	1232	1934	678	246	785	306	451	407	135^	245	685	217	370	288	136^	271	153^	43v	311	205
9.30 - 10.00				A	17.3	30	1261	1920	671	248	783	309	449	415	140^	251	667	223	377	300	128^	242	158^	58^	312	201
BIG EVENT-TUE.	15	199		A	13.1	22	955	1764	610	216^	693	164^	372	423	147^	214^	773	307	521	466	150^	210^	177^	75^	121^	97^
1 TUE. 8.00P 120 NBC FV		99		B	19.2	30	1400																			
8.00 - 8.30				A	12.3	22	897	1751	609	240^	719	166^	385	429	142^	238^	746	277	494	455	152^	210^	150^	55v	136^	136^
8.30 - 9.00				A	12.8	22	933	1693	589	220^	694	152^	372	418	144^	215^	735	290	494	440	140^	198^	158^	65^	106^	106^
9.00 - 9.30				A	14.0	23	1021	1750	613	210^	678	158^	354	413	157^	212^	804	350	564	497	142^	202^	155^	63^	113^	75^
9.30 - 10.00				A	13.5	22	984	1817	625	197^	670	178^	374	427	138^	183^	789	298	512	456	167^	231^	228^	108^	130^	76^
BIG EVENT	32	203	205	A	17.5	31	1276	1855	764	302	875	298	528	486	115	261	633	269	401	377	85^	167	166	103	181	137
1 SUN. 8.00P 180 NBC FV		98	99	B	19.7	31	1436																			
2 SUN. 9.00P 120																										
8.00 - 8.30				A	12.8	25	933	1928	829	338	945	310	551	517	152^	314	607	216^	330	318	123^	200^	139^	66^	237^	194^
8.30 - 9.00				A	13.8	24	1006	1854	786	322	890	254	497	486	143^	310	602	233	363	339	119^	182^	125^	73^	237	176^
9.00 - 9.30				A	17.0	31	1239	1861	769	285	884	290	519	489	127	274	623	258	394	383	84^	162	157	88^	197	139
9.30 - 10.00				A	18.9	33	1378	1928	782	311	904	314	559	509	114	255	646	263	403	396	86	173	172	105	206	150
10.00 - 10.30				A	19.2	34	1400	1847	749	295	858	308	537	482	98	240	650	295	430	390	68^	157	179	121	160	125
10.30 - 11.00				A	19.1	34	1392	1777	732	301	834	297	510	458	102	244	643	295	425	375	73^	162	176	121	124	97
BING CROSBY-LIFE & LEGEND(S)			194	A	18.6	32	1356	1666	832	236	920	232	410	414	220	438	575	147^	262	278	135^	262	95^	57^	76^	46^
2 THU. 9.00P 120 ABC GV			98																							
9.00 - 9.30				A	17.6	32	1283	1732	813	225	925	252	428	408	196	421	594	175^	280	286	137^	258	108^	78^	105^	65^
9.30 - 10.00				A	19.6	33	1429	1682	828	238	926	249	423	421	222	434	572	143^	259	291	125^	251	97^	64^	87^	58^
10.00 - 10.30				A	19.0	32	1385	1640	843	235	912	222	399	415	226	446	585	157^	272	285	130^	264	89^	51^	54^	19v
10.30 - 11.00				A	18.0	31	1312	1620	847	246	919	201	392	412	241	452	551	115^	238	251	149^	273	91^	39v	59^	38v
BUSTERS(S)			173	A	13.0	24	948	2082	948	435	962	333	585	533	81^	250	718	256	410	362	140^	225^	242^	63v	160^	118^
2 SUN. 10.00P 60 CBS GD			94																							
CONT'D																										

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
BUSTERS(S)-CONT'D																										
10.00 - 10.30				A	13.2	25	962	2074	910	406	923	334	548	497	85^	249	762	293	444	372	139^	220^	222^	50v	167^	114^
10.30 - 11.00				A	12.8	24	933	2077	987	465	1001	333	623	567	79^	253	669	220^	374	351	140^	227^	256	75^	151^	122^
CALIFORNIA JAM II(S)		160		A	4.3	16	313	1224	421^	125v	514^	435^	464^	256^	LT	LT	256^	143v	150v	97v	16v	16v	346^	70v	108v	64v
1 FRI. 11.30P 115 ABC PC		94																								
11.30 - 12.00				A	5.4	16	394	1076	313^	72v	399^	343^	360^	177^	39v	39v	340^	205^	205^	86v	49v	49v	228^	76v	109v	61v
12.00 - 12.30				A	4.6	16	335	1260	492^	93v	644^	544^	544^	327^	LT	LT	209^	120v	120v	89v	LT	LT	299^	LT	108v	54v
12.30 - 1.00				A	4.0	17	292	1233	489^	106v	578^	534^	534^	281^	LT	LT	212^	131v	131v	81v	LT	LT	353^	45v	90v	30v
1.00 - 1.30				A	3.2	17	233	1378	396^	301^	396^	254v	396^	236v	LT	LT	207v	69v	99v	138v	LT	LT	642^	218v	133v	133v
CARPENTERS-ENCOUNTERS(S)		204		A	17.7	32	1290	2156	779	310	873	453	638	449	71^	202	521	215	336	321	80^	127^	305	160^	457	306
1 WED. 8.00P 60 ABC GV		99																								
8.00 - 8.30				A	17.3	33	1261	2171	781	309	879	436	621	417	76^	232	545	217	343	324	86^	143^	320	170^	427	286
8.30 - 9.00				A	18.0	31	1312	2142	780	310	870	472	656	480	71^	176^	497	217	332	319	71^	109^	287	148^	488	325
CARTER COUNTRY	4	184	180	A	20.5	33	1494	1797	683	307	808	370	568	431	98	187	539	208	345	291	84	151	210	114	240	141
TUE. 9.30P 30 ABC CS		96	97	B	20.9	33	1524																			
CBS EVENING NEWS-CRONKITE	160	201	199	A	12.2	30	889	1627	682	210	747	166	288	294	158	389	654	175	289	276	121	323	74	28^	152	87
M-F 6.30P 30 CBS N		99	99	B	14.8	29	1079																			
CBS EVENING NEWS	22		172	A	5.4	16	394	1926	811	236^	904	261^	324^	251^	113v	516^	788	297^	412^	283^	131v	312^	92v	LT	142v	84v
2 SUN. 6.30P 30 CBS N			88	B	9.6	19	700																			
CBS FAMILY FILM CLASSICS	1		173	A	11.1	20	809	1703	804	300	923	281^	458	391	155^	397	524	136^	240^	201^	70v	233^	74v	14v	182^	103^
2 TUE. 8.00P 60 CBS FF			95	B	11.1	20	809																			
8.00 - 8.30				A	10.1	19	736	1696	790	254^	906	251^	426	377	157^	407	543	119^	226^	193^	76v	256^	71v	14v	176^	108^
8.30 - 9.00				A	12.1	21	882	1696	816	336	933	304	480	405	149^	387	504	149^	248^	206^	61v	210^	73^	14v	186^	98^
CBS SAT. NEWS-SCHIEFFER	32	146	154	A	7.4	22	539	1646	740	178^	779	150^	272	285	163^	418	685	158^	247	250	178^	377	135^	56^	47v	31v
SAT. 6.30P 30 CBS N		89	89	B	10.8	23	787																			
CBS SATURDAY NIGHT MOVIE	1		182	A	11.8	25	860	1970	840	334	855	241^	446	432	132^	346	633	178^	345	355	114^	199^	130^	8v	352	263^
2 SAT. 9.00P 120 CBS FF			97	B	11.8	25	860																			
9.00 - 9.30				A	11.0	25	802	1926	838	274^	867	204^	389	406	137^	397	545	162^	253^	249^	127^	217^	129^	39v	385	254^
9.30 - 10.00				A	11.7	25	853	1984	882	349	909	262^	469	434	127^	371	621	183^	328	343	109^	200^	103^	LT	351	269^
10.00 - 10.30				A	12.1	26	882	1939	813	344	813	225^	437	425	142^	320	671	188^	392	401	114^	190^	120^	LT	335	261^
10.30 - 11.00				A	12.5	26	911	1992	819	357	819	255^	471	452	120^	301	673	177^	396	411	109^	187^	164^	LT	336	264
CBS SUNDAY NEWS-BRADLEY	32	132	133	A	7.6	18	554	1875	930	306	930	262	553	495	188^	291	726	244	381	347	142^	272	94^	27v	125^	31v
1 SUN. 11.18P 15 CBS N		78	78	B	7.7	17	561																			
2 SUN. 11.00P 15																										
CBS TUESDAY NIGHT MOVIES	12	177		A	15.9	27	1159	2029	767	252	817	263	432	369	158^	306	755	329	493	390	61^	219	220	84^	237	178^
1 TUE. 8.00P 180 CBS FF		97		B	16.9	28	1232																			
8.00 - 8.30				A	12.8	23	933	1837	801	266	842	191^	370	316	226^	430	614	195^	331	297	70^	252	141^	59v	240^	145^
8.30 - 9.00				A	14.1	24	1028	1856	750	244	790	235	397	323	173^	341	614	219^	364	330	52v	206^	148^	62^	304	198^
9.00 - 9.30				A	14.5	24	1057	1977	703	242	757	227	419	334	144^	281	724	307	483	365	89^	208^	206^	74^	290	207^
9.30 - 10.00				A	16.0	26	1166	2056	702	214	789	259	421	343	148^	284	736	346	504	372	54^	193^	272	116^	259	189^
10.00 - 10.30				A	18.8	32	1371	2168	802	277	841	308	462	422	143^	269	852	401	579	447	54^	227	265	98^	210	184
10.30 - 11.00				A	19.2	34	1400	2163	828	267	867	320	487	437	130^	268	891	432	612	469	52^	230	250	85^	155^	144^
CBS WEDNESDAY NIGHT MOVIE	25	183		A	17.4	28	1268	1659	803	208	848	324	538	422	151^	247	536	203	310	309	104^	179^	151^	80^	124^	77^
1 WED. 9.00P 120 CBS FF		94		B	17.7	29	1290																			
CONT'D																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
CBS WEDNESDAY NIGH-CONT'D																										
9.00 - 9.30				A	13.2	21	962	1701	824	250	870	324	561	416	158^	244	500	182^	303	277	123^	160^	146^	69^	185^	120^
9.30 - 10.00				A	17.2	27	1254	1663	808	195	843	306	517	420	160^	258	534	201	308	296	100^	188	137^	77^	149^	96^
10.00 - 10.30				A	19.3	31	1407	1617	795	198	846	319	531	427	153^	252	537	201	300	312	105^	184	142^	81^	92^	56^
10.30 - 11.00				A	19.8	33	1443	1669	792	201	841	345	545	418	137^	236	561	221	329	337	96^	179	174	86^	93^	53^
CHARLIE'S ANGELS	31		195	A	17.0	28	1239	1894	827	434	945	508	663	422	40v	214	451	176^	275	197	100^	151^	220	112^	278	198
2 WED. 9.00P 120 ABC PD			99	B	24.3	38	1771																			
9.00 - 9.30				A	16.0	27	1166	1942	881	465	957	489	629	387	43v	256	433	132^	214	181^	145^	178^	220	123^	332	227
9.30 - 10.00				A	17.2	28	1254	1871	823	438	930	496	640	382	33v	230	431	163^	238	172^	111^	156^	232	124^	278	202
10.00 - 10.30				A	17.4	28	1268	1841	815	411	951	524	688	459	44v	187	431	180^	294	184^	81^	137^	215	104^	244	182^
10.30 - 11.00				A	17.2	28	1254	1945	803	430	953	525	698	461	43v	187^	514	226	351	253	68^	140^	216	96^	262	184^
CHIPS	2		195	A	13.4	28	977	2157	757	271	802	265	455	395	138^	267	653	284	446	359	125^	172^	312	195^	390	250
2 THU. 8.00P 60 NBC OP			94	B	12.7	25	926																			
8.00 - 8.30				A	12.5	27	911	2077	723	231^	767	235^	418	375	148^	275	671	261	434	361	143^	200^	291	181^	348	209^
8.30 - 9.00				A	14.3	29	1042	2216	786	302	831	293	488	412	127^	257	634	302	455	355	106^	146^	326	204^	425	285
CLASS OF '65	13		168	A	18.2	31	1327	1824	715	326	816	356	540	486	65^	166^	622	348	470	365	78^	144^	248	106^	138^	120^
2 THU. 9.00P 120 NBC GD			90	B	17.4	29	1268																			
9.00 - 9.30				A	14.8	27	1079	1964	735	352	838	367	552	470	70^	170^	575	328	434	322	74^	141^	296	146^	255	194^
9.30 - 10.00				A	17.8	30	1298	1888	714	345	827	370	572	483	62^	153^	587	336	455	344	74^	132^	278	125^	196	171^
10.00 - 10.30				A	20.1	34	1465	1743	709	308	792	346	525	486	57^	164	641	359	495	392	77^	139^	223	82^	87^	87^
10.30 - 11.00				A	20.2	35	1473	1726	703	308	807	343	514	493	71^	176	656	357	483	388	85^	154^	212	82^	51^	51^
COLORADO C.I.(S)			174	A	10.6	21	773	1922	826	339	830	342	532	456	146^	238^	663	171^	353	319	132^	269^	228^	64v	201^	159^
2 FRI. 10.00P 60 CBS PD			96																							
10.00 - 10.30				A	11.0	21	802	1925	793	324	793	335	505	427	145^	235^	635	160^	344	312	123^	256^	226^	60v	271^	213^
10.30 - 11.00				A	10.3	20	751	1883	853	348	853	343	552	478	145^	237^	680	179^	354	323	140^	277^	226^	66v	124^	97^
COMEDY TIME	3	184	179	A	9.6	22	700	2010	769	282	884	241	390	383	191	410	689	237	326	332	121^	269	212	121^	225	158^
1 FRI. 8.00P 60 NBC CS		94	91	B	10.0	22	729																			
2 FRI. 8.00P 30																										
8.00 - 8.30				A	9.5	23	693	2020	797	258	917	226	363	376	186	463	703	236	315	327	123^	287	209	118^	191	129^
8.30 - 9.00				A	9.8	22	714	1994	718	326^	822	275^	445	399	201^	307^	662	236^	347	337	118^	239^	221^	128^	289^	217^
COUNTRY MUSIC AWARDS(S)			178	A	4.6	17	335	1573	641^	334^	755	333^	415^	436^	126v	189^	662^	349^	489^	409^	64v	136v	57v	45v	99v	78v
2 TUE. 11.30P 67 ABC AC			97																							
11.30 - 12.00				A	5.1	17	372	1626	629^	347^	761	328^	416^	472^	112v	185^	717	330^	508^	443^	76v	175^	75v	51v	73v	73v
12.00 - 12.30				A	4.2	17	306	1572	656^	337^	761^	343^	418^	404^	138v	196v	627^	369^	484^	403^	55v	103v	49v	49v	135v	92v
COUNTRY NIGHT OF STARS 1(S)			188	A	15.4	25	1123	1663	802	286	843	219	422	472	211	293	607	143^	305	335	124^	232	95^	29v	118^	61^
2 TUE. 9.00P 120 NBC PC			96																							
9.00 - 9.30				A	13.5	22	984	1729	800	302	848	192^	426	461	201^	310	629	112^	278	332	126^	270	90^	26v	162^	84^
9.30 - 10.00				A	15.1	24	1101	1711	805	272	850	216	417	479	195^	296	617	133^	303	354	123^	239	109^	33v	135^	66^
10.00 - 10.30				A	16.8	28	1225	1635	799	287	836	234	415	471	221	285	610	167^	327	338	133^	218	95^	33v	94^	42v
10.30 - 11.00				A	16.2	29	1181	1582	804	285	838	235	428	474	230	285	578	152^	307	316	117^	214	83^	23v	83^	55^
C.P.O. SHARKEY	9		180	A	9.5	21	693	1961	872	260^	963	239^	310^	328^	288^	533	739	253^	339^	273^	131^	366	210^	118^	49v	31v
2 FRI. 8.30P 30 NBC CS			91	B	13.5	24	984																			
DAIN CURSE PT.I(S)			190	A	22.6	37	1648	1722	746	293	826	389	583	434	90^	198	589	232	385	358	69^	147	115^	49^	192	96^
2 MON. 9.00P 120 CBS PD			99																							
9.00 - 9.30				A	22.0	36	1604	1792	769	323	875	398	613	464	100^	208	575	219	360	319	83^	163	129^	65^	213	112^
9.30 - 10.00				A	23.5	37	1713	1746	735	261	791	377	557	423	87^	185	585	236	372	340	76^	154	98^	46^	272	150
CONT'D																										

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DAIN CURSE PT.I(S)-CONT'D																										
10.00 - 10.30				A	23.6	38	1720	1696	737	289	809	386	573	417	85^	199	594	243	402	376	63^	138	114^	45^	179	67^
10.30 - 11.00				A	21.2	37	1545	1654	751	304	840	397	600	443	84^	197	604	237	412	390	63^	136^	113^	39v	97^	49^
DAIN CURSE PT. II(S)			189	A	17.9	30	1305	1773	841	340	913	404	663	523	98^	211	649	202	415	415	76^	167^	162^	73^	49^	33v
2 TUE. 9.00P 120 CBS PD			99																							
9.00 - 9.30				A	15.9	26	1159	1858	876	317	979	446	682	509	104^	251	624	188^	379	400	84^	176^	177^	97^	78^	29v
9.30 - 10.00				A	17.0	27	1239	1780	858	352	926	412	675	540	100^	208	639	178^	399	431	68^	160^	178^	89^	37v	19v
10.00 - 10.30				A	19.4	32	1414	1729	800	338	860	363	631	526	90^	192	685	225	455	441	72^	159^	150^	59^	34v	34v
10.30 - 11.00				A	19.3	34	1407	1730	838	351	897	400	665	520	97^	198	646	217	416	386	83^	173	141^	52^	46^	46^
DAIN CURSE PT. III(S)			190	A	18.3	30	1334	1720	791	276	836	349	587	509	113^	201	663	255	410	364	64^	197	148^	71^	73^	53^
2 WED. 9.00P 120 CBS PD			99																							
9.00 - 9.30				A	17.9	31	1305	1792	786	301	853	369	591	490	116^	220	629	240	373	321	48^	202	167^	81^	143^	87^
9.30 - 10.00				A	18.2	30	1327	1782	801	310	841	342	591	524	108^	205	657	249	401	350	62^	199	172^	90^	112^	83^
10.00 - 10.30				A	18.4	29	1341	1652	789	261	826	341	585	512	112^	193	668	263	430	399	62^	180	139^	63^	19v	19v
10.30 - 11.00				A	18.6	30	1356	1651	788	236	824	341	578	511	116^	189	687	259	428	393	76^	197	116^	52^	24v	24v
DANNY AND THE MERMAID(S)		181		A	10.9	21	795	1747	678	269^	725	260^	458	371	143^	241^	454	161^	283^	264^	96^	138^	135^	60v	433	193^
1 WED. 8.00P 30 CBS CS		97																								
DEAN MARTIN CELEB. ROAST(S)		193		A	15.3	25	1115	1743	765	251	809	190^	352	368	169^	385	768	233	376	316	181^	353	126^	30v	40v	19v
1 WED. 9.30P 90 NBC CV		98																								
9.30 - 10.00				A	14.2	22	1035	1737	780	245	811	136^	327	370	157^	403	777	193^	344	311	197^	386	101^	16v	48v	27v
10.00 - 10.30				A	16.2	26	1181	1749	758	285	805	203	369	374	163^	366	754	245	390	320	166^	325	136^	37v	54^	15v
10.30 - 11.00				A	15.4	25	1123	1754	760	226	815	231	361	358	188^	389	781	258	390	312	183^	358	141^	34v	17v	17v
DONNY AND MARIE	25	200		A	12.8	30	933	1768	728	219^	833	290	419	355	108^	306	479	172^	287	268	25v	145^	99^	48v	357	217^
1 FRI. 8.00P 60 ABC GV		99		B	18.7	32	1363																			
8.00 - 8.30				A	12.0	29	875	1865	728	213^	832	287	410	336	108^	304	537	195^	330	300	26v	159^	107^	62v	389	223^
8.30 - 9.00				A	13.5	30	984	1684	728	223^	832	291	424	372	106^	307	426	150^	249	241	25v	133^	95^	36v	331	213^
EIGHT IS ENOUGH	28		199	A	15.7	30	1145	1957	743	392	818	385	546	426	83^	210	421	162^	243	172^	126^	167^	302	171^	416	362
2 WED. 8.00P 60 ABC CS			99	B	21.6	35	1575																			
8.00 - 8.30				A	14.6	29	1064	1931	741	382	799	367	523	413	85^	210^	423	170^	241	172^	119^	170^	287	159^	422	363
8.30 - 9.00				A	16.9	31	1232	1962	738	394	826	398	559	435	81^	208	414	155^	242	171^	127^	162^	314	179^	408	359
ESCAPADE(S)		187		A	17.5	33	1276	2350	762	419	806	367	590	484	111^	160^	801	336	510	467	146^	209	212	71^	531	354
1 FRI. 10.00P 60 CBS SM		97																								
10.00 - 10.30				A	17.9	33	1305	2421	777	445	837	375	614	501	126^	172^	797	334	506	465	143^	204	219	76^	568	389
10.30 - 11.00				A	17.0	33	1239	2284	747	391	774	356	564	469	98^	150^	806	340	514	470	151^	213	209	69^	495	317
FAMILY	24	194		A	17.9	31	1305	1739	742	339	847	365	570	470	111^	198	555	272	367	268	83^	137^	240	131^	97^	66^
1 TUE. 10.00P 60 ABC GD		99		B	19.4	32	1414																			
10.00 - 10.30				A	18.4	31	1341	1749	748	341	857	366	574	478	110^	204	549	271	367	260	81^	140^	247	133^	96^	61^
10.30 - 11.00				A	17.4	31	1268	1722	735	335	834	369	567	462	112^	188	561	275	368	279	84^	132^	229	126^	98^	68^
FANTASY ISLAND	13	194	194	A	17.1	35	1247	1913	697	272	786	329	524	394	98	216	551	201	370	341	63^	141	249	142	327	260
SAT. 10.00P 60 ABC A		99	99	B	20.7	39	1509																			
10.00 - 10.30				A	16.9	35	1232	1938	689	283	783	345	523	381	99	216	521	182	347	318	58^	137	266	154	368	292
10.30 - 11.00				A	17.2	35	1254	1892	704	262	789	314	528	404	101	218	583	218	392	363	66^	148	235	131	285	228
FANTASY ISLAND SPECIAL(S)		189		A	16.9	28	1232	2002	726	274	848	384	576	484	110^	168^	756	384	554	392	74^	152^	232	119^	166^	98^
1 MON. 10.00P 60 ABC A		99																								
CONT'D																										

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1978 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
FANTASY ISLAND SPE-CONT'D																										
10.00 - 10.30				A	17.1	27	1247	2032	729	266	836	378	567	478	114^	175^	739	374	546	380	73^	150^	254	120^	203	123^
10.30 - 11.00				A	16.7	28	1217	1961	727	283	863	392	587	492	106^	161^	769	395	559	404	73^	151^	200	114^	129^	72^
FESTIVAL OF-STARS:MEXICO(S)		189		A	16.3	29	1188	1825	800	225	873	219	429	396	169^	374	612	185^	298	268	148^	243	202	126^	138^	131^
1 THU. 9.00P 120 CBS GV		98																								
9.00 - 9.30				A	15.6	28	1137	1843	802	191^	893	221	412	361	151^	407	555	170^	269	232	125^	221	224	141^	171^	158^
9.30 - 10.00				A	16.0	28	1166	1837	766	195^	851	239	417	373	158^	371	578	180^	285	255	136^	231	206	127^	202^	185^
10.00 - 10.30				A	17.2	31	1254	1825	801	256	859	237	451	418	172^	341	664	210	341	312	157^	241	182^	123^	120^	114^
10.30 - 11.00				A	16.3	30	1188	1793	832	253	892	180^	442	429	197^	384	633	167^	286	269	172^	272	200	113^	68^	68^
FISH	3	187		A	15.6	27	1137	1741	711	440	783	365	532	440	70^	150^	565	207	336	331	71^	165^	205^	81^	188^	125^
1 THU. 9.30P 30 ABC CS		98		B	16.9	28	1232																			
GOOBER-TRUCKERS'PARADISE(S)		181		A	11.8	20	860	1735	674	227^	729	254^	458	360	146^	226^	488	193^	313	288	93^	137^	163^	87^	355	218^
1 WED. 8.30P 30 CBS CS		97																								
GOOD TIMES	10	185		A	15.3	27	1115	2021	633	236	735	277	489	358	109^	212	623	346	443	277	89^	170^	288	110^	375	248
1 MON. 8.00P 30 CBS CS		98		B	16.6	26	1210																			
HANNIE CAULDER(S)		179		A	11.0	22	802	2015	770	383	800	230^	439	445	113^	240^	794	177^	357	387	224^	337	192^	55v	229^	161^
1 SAT. 9.00P 107 CBS FF		94																								
9.00 - 9.30				A	10.9	23	795	2030	776	382	810	205^	433	448	122^	276^	824	197^	351	376	213^	361	177^	53v	219^	152^
9.30 - 10.00				A	10.7	21	780	2041	774	396	808	218^	432	463	92^	235^	783	147^	345	402	214^	334	201^	58v	249^	163^
10.00 - 10.30				A	11.2	22	816	2001	755	376	780	238^	428	422	122^	230^	782	176^	360	386	240^	330	207^	61v	232^	168^
HAPPY DAYS	32	204	214	A	22.1	41	1611	2101	696	294	806	372	577	441	59^	168	450	191	305	277	46^	99	310	171	535	344
TUE. 8.00P 30 ABC CS		99	99	B	30.5	48	2223																			
HOW THE WEST WAS WON	12	194		A	22.7	39	1655	2346	810	299	882	347	549	519	112^	218	871	362	568	514	120^	216	263	158	330	199
1 SUN. 8.00P 175 ABC EW		99		B	22.0	35	1604																			
8.00 - 8.30				A	19.4	37	1414	2366	813	298	885	336	514	500	118^	260	854	322	537	518	135^	234	237	140^	390	250
8.30 - 9.00				A	22.0	39	1604	2412	835	289	904	349	542	502	113^	253	866	347	557	511	118^	229	218	136^	424	255
9.00 - 9.30				A	23.5	39	1713	2326	809	298	884	353	542	509	112^	224	870	372	575	501	116^	218	256	166	316	197
9.30 - 10.00				A	24.4	40	1779	2309	781	284	854	349	545	504	106^	200	879	371	570	513	115^	214	299	192	277	145
10.00 - 10.30				A	23.9	40	1742	2334	807	314	882	348	574	551	112^	186	887	381	588	525	116^	205	276	159	289	177
10.30 - 11.00				A	23.0	40	1677	2346	818	312	887	350	568	554	117^	197	882	373	587	512	124^	206	284	153	293	178
INCREDIBLE HULK	10	186	177	A	17.4	35	1268	2248	718	309	771	380	557	452	110	169	652	306	459	373	94	157	196	84^	629	442
FRI. 9.00P 60 CBS SF		98	97	B	19.0	34	1385																			
9.00 - 9.30				A	16.6	34	1210	2207	729	302	779	371	545	452	113	185	640	296	453	370	100	159	188	84^	600	432
9.30 - 10.00				A	18.1	35	1319	2286	707	314	761	386	567	452	108	151	659	314	465	372	92	156	206	83^	660	454
INDIANAPOLIS 500(S)			200	A	13.4	26	977	1871	606	298	661	245	391	342	111^	201^	851	271	492	499	130^	262	172^	49v	187^	159^
2 SUN. 9.00P 120 ABC SE			99																							
9.00 - 9.30				A	12.1	24	882	1902	668	334	717	232^	422	395	113^	208^	843	244^	462	485	160^	270	141^	37v	201^	161^
9.30 - 10.00				A	13.0	24	948	1976	673	351	723	257	419	378	124^	221^	877	272	515	547	123^	245^	169^	56v	207^	173^
10.00 - 10.30				A	14.2	26	1035	1872	559	277	610	251	380	320	99^	174^	867	290	507	508	119^	262	188^	53v	207^	177^
10.30 - 11.00				A	14.2	27	1035	1749	535	236	598	238	345	288	103^	194^	818	267	479	465	115^	271	197^	51v	136^	122^
INDY 500 TIME TRIALS(S)		183		A	7.7	22	561	1724	532	130^	613	199^	397^	274^	37v	187^	785	271^	441	374^	157^	292^	127^	50v	199^	165^
1 SUN. 6.00P 60 ABC SE		94																								
6.00 - 6.30				A	7.3	22	532	1742	522	147^	589	201^	370^	268^	28v	192^	820	305^	479	406^	149^	297^	131^	49v	202^	170^
6.30 - 7.00				A	8.1	22	590	1688	535	110^	623	191^	415	275^	44v	181^	748	238^	405	343^	164^	284^	122^	51v	195^	158^

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
JEFFERSONS					7	186	180	A	12.2	30	889	1773	755	241	789	145	296	314	156	418	613	133^	248	275	142	294	192	82^	179	111^
1 SAT.	8.00P	60	CBS	CS		96	94	B	13.9	30	1013																			
2 SAT.	8.00P	30																												
8.00 - 8.30								A	11.2	28	816	1739	733	196	767	137^	278	307	148	406	568	120^	233	247	151	285	213	100^	191	111^
8.30 - 9.00								A	14.4	33	1050	1801	777	306	808	151^	315	319	167^	432	679	155^	270	315	124^	308	158^	55v	156^	111^
LATE MOVIE I					150	164	162	A	6.7	27	488	1496	639	237	724	279	470	384	83^	181	618	287	449	371	82^	130	111^	30^	43^	32^
1 MON.	11.30P	103	CBS	FF		90	90	B	6.3	27	459																			
1 TUE.	11.30P	118																												
WED.	11.30P	70																												
1 THU.	11.30P	37																												
1 FRI.	11.30P	102																												
2 MON.	11.30P	99																												
2 TU & F	11.30P	106																												
2 THU.	11.45P	37																												
11.30 - 12.00								A	7.7	25	561	1561	656	231	734	286	479	384	84^	186	657	281	449	389	90^	164	127	27^	43^	32^
12.00 - 12.30								A	6.7	27	488	1494	660	254	765	304	505	405	81^	185	580	296	424	337	77^	118^	114^	30^	35^	25v
12.30 - 1.00								A	5.9	29	430	1491	621	240	702	249	440	391	79^	180	612	287	471	381	74^	100^	113^	44^	64^	43^
1.00 - 1.30								A	3.8	24	277	1014	411^	65v	411^	65v	188v	293^	64v	118v	603^	264^	563^	563^	40v	40v	LT	LT	LT	LT
LATE MOVIE II					84	167	161	A	4.3	28	313	1377	713	214	783	294	517	392	123^	196	543	278	348	288	86^	134^	51^	LT	LT	LT
1 WED.	12.40A	52	CBS	FF		92	89	B	4.5	28	328																			
1 THU.	12.07A	59																												
2 TUE.	1.16A	26																												
2 WED.	12.40A	55																												
2 THU.	12.22A	57																												
12.00 - 12.30								A	4.1	18	299	1803	1159	54v	1264	392^	976	709^	148v	225^	539^	197v	231^	222^	180v	237^	LT	LT	LT	LT
12.30 - 1.00								A	4.3	25	313	1607	882	331	984	434	722	483	137^	198	594	326	408	314	83^	134^	29v	LT	LT	LT
1.00 - 1.30								A	4.7	37	343	962	411	135^	484	186^	207^	198^	88v	166^	423	178^	240^	254^	79v	140^	55v	LT	LT	LT
LAVERNE AND SHIRLEY					29	204	214	A	24.4	42	1779	1971	683	292	780	369	558	418	69	167	441	179	294	256	51^	108	281	174	469	309
TUE.	8.30P	30	ABC	CS		99	99	B	31.2	48	2274																			
LIFE-TIMES-GRIZZLY ADAMS					19		202	A	13.7	26	999	1907	756	272	803	191^	338	349	172^	399	679	235	374	317	118^	274	162^	69^	263	181^
2 WED.	8.00P	60	NBC	A			98	B	17.9	29	1305																			
8.00 - 8.30								A	13.1	26	955	1946	786	265	831	194^	369	391	179^	392	707	255	397	330	142^	283	154^	67^	254	192^
8.30 - 9.00								A	14.3	27	1042	1864	730	280	778	187^	306	308	165^	408	652	218^	352	302	95^	268	166^	69^	268	169^
LITTLE HOUSE-PRAIRIE					30	217	219	A	18.3	32	1334	1879	752	217	825	273	415	362	134	331	487	132	214	226	103	227	220	130	347	216
MON.	8.00P	60	NBC	GD		99	99	B	23.3	36	1699																			
8.00 - 8.30								A	16.8	31	1225	1861	744	200	825	253	387	348	132	350	488	115	196	212	106	246	225	138	323	202
8.30 - 9.00								A	19.8	33	1443	1884	755	225	821	286	439	371	134	312	480	145	228	237	98	207	214	121	369	226
LOU GRANT					10	199		A	11.7	19	853	1788	839	380	910	365	581	441	108^	263^	613	275^	400	329	27v	197^	244^	131^	21v	21v
1 MON.	10.00P	60	CBS	GD		99		B	18.7	31	1363																			
10.00 - 10.30								A	12.3	20	897	1814	849	398	935	381	605	457	123^	263	599	274	398	336	25v	185^	257^	127^	23v	23v
10.30 - 11.00								A	11.2	19	816	1732	818	352	873	341	551	419	90^	260^	618	270^	398	319	28v	206^	224^	132^	17v	17v
LOVE BOAT					16	194	194	A	17.3	37	1261	1972	756	320	840	367	548	400	107	235	475	167	290	250	71^	152	261	172	396	307
SAT.	9.00P	60	ABC	CS		99	99	B	21.8	39	1589																			
9.00 - 9.30								A	16.1	36	1174	1969	779	345	860	372	555	398	106	248	465	167	280	234	73^	152	255	176	389	297
9.30 - 10.00								A	18.5	38	1349	1964	733	294	817	360	539	398	107	222	483	169	298	262	70^	153	266	169	398	314

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
MANY LOVES OF ARTHUR(S)			189	A	11.1	20	809	1869	759	350	839	260^	393	402	191^	351	720	288^	400	388	144^	270^	124^	77^	186^	128^
2 TUE. 8.00P 60 NBC GD			98																							
8.00 - 8.30				A	10.9	20	795	1877	795	367	879	267^	381	396	207^	395	730	289^	387	372	152^	294	105^	68v	163^	114^
8.30 - 9.00				A	11.3	20	824	1843	720	331	795	253^	398	406	175^	308	700	284^	405	402	134^	241^	142^	85^	206^	141^
M*A*S*H	15	197	197	A	19.4	31	1414	1877	717	284	851	357	565	408	99	231	570	230	343	292	109	188	218	94	238	155
1 MON. 9.00P 30 CBS CS		99	99	B	25.0	37	1823																			
2 MON. 8.30P 30																										
MIDNIGHT SPECIAL	32	192	192	A	3.7	28	270	1185	556	385^	637	348^	492	374^	41v	63v	278^	159^	215^	163^	63v	63v	259^	174^	LT	LT
FRI. 1.00A 90 NBC PC		98	98	B	3.5	25	255																			
1.00 - 1.30				A	4.6	25	335	1290	650	363	707	391	516	402	75v	132^	361	182^	272^	192^	89v	89v	198^	96^	24v	24v
1.30 - 2.00				A	3.6	28	262	1187	530	408^	618	313^	488	362^	31v	31v	259^	182^	205^	145^	54v	54v	310^	237^	LT	LT
2.00 - 2.30				A	2.7	29	197	1107	492^	416^	609	355^	503^	381^	LT	LT	183^	112v	153v	153v	30v	30v	315^	244^	LT	LT
MR. MAJESTYK(S)		185		A	16.3	28	1188	1994	701	271	718	277	491	395	119^	181^	903	389	650	507	87^	183^	204	72^	169^	145^
1 SUN. 9.18P 120 CBS FF		96																								
9.30 - 10.00				A	15.4	25	1123	2111	707	293	707	260	490	399	127^	177^	928	405	692	518	90^	168^	227	68^	249	219
10.00 - 10.30				A	16.3	27	1188	2037	703	299	727	263	485	404	124^	195^	902	397	656	497	83^	181^	219	80^	189^	162^
10.30 - 11.00				A	16.5	28	1203	1943	678	255	702	290	480	374	110^	169^	901	388	643	505	85^	192^	212	80^	128^	106^
NBA CHAMPIONSHIP GAME-THU(S)			178	A	9.2	16	671	1586	483	149^	560	175^	290^	230^	81v	230^	828	392	513	476	153^	239^	127^	LT	71v	60v
2 THU. 9.00P 135 CBS SE			96																							
9.00 - 9.30				A	8.5	16	620	1671	490	178^	603	161^	251^	210^	111^	304^	797	341^	454	385	180^	309^	173^	27v	98^	93v
9.30 - 10.00				A	8.8	15	642	1653	421	141^	513	162^	252^	175^	86v	223^	891	434	547	453	178^	286^	164^	LT	85v	80v
10.00 - 10.30				A	8.9	15	649	1481	412	126^	480	143^	261^	215^	57v	171^	815	388	504	483	153^	215^	132^	LT	54v	32v
10.30 - 11.00				A	9.6	16	700	1419	433	118^	490	147^	256^	206^	64v	204^	800	374	495	518	127^	194^	91^	LT	38v	29v
NBC LATE NIGHT MOVIE	32	113	114	A	4.4	20	321	1514	750	324^	754	277^	465	398	112^	209^	595	247^	421	324^	73v	109^	155^	152^	LT	LT
1 SUN. 11.30P 125 NBC FF		64	64	B	3.9	17	284																			
2 SUN. 11.30P 124																										
11.30 - 12.00				A	4.7	15	343	1659	783	250^	798	289^	516	468	113^	197^	677	216^	450	465	66v	119^	143^	143^	41v	41v
12.00 - 12.30				A	4.5	19	328	1433	719	268^	719	273^	438	387	103^	189^	564	271^	384	271^	81v	123^	150^	150^	LT	LT
12.30 - 1.00				A	4.5	23	328	1543	782	341^	786	305^	495	424	110^	216^	611	247^	449	319^	75v	108^	146^	146^	LT	LT
1.00 - 1.30				A	4.4	28	321	1436	698	417	698	230^	405	319^	118^	224^	529	251^	405	250^	62v	84v	209^	190^	LT	LT
NBC MONDAY NIGHT MOVIES	32	207	193	A	20.9	34	1524	1755	776	279	855	297	523	514	116	246	632	249	407	370	95	171	146	79	122	89
MON. 9.00P 120 NBC FF		99	95	B	21.8	34	1589																			
9.00 - 9.30				A	19.9	31	1451	1835	779	278	861	284	497	508	117	272	622	235	378	352	101	189	154	85	198	139
9.30 - 10.00				A	20.6	32	1502	1775	768	268	852	281	515	516	114	252	628	243	401	364	100	176	166	89	129	101
10.00 - 10.30				A	22.0	35	1604	1732	774	281	849	310	544	519	111	224	634	260	425	378	90	159	154	75	95	62^
10.30 - 11.00				A	21.4	37	1560	1655	764	281	836	298	518	503	124	235	632	253	415	378	92	162	118	73^	69^	54^
NBC MOVIE OF THE WEEK(S)		189		A	17.2	30	1254	1924	743	241	814	183^	354	379	148^	373	740	202	317	304	159^	340	199	79^	171^	115^
1 WED. 8.00P 90 NBC FF		94																								
8.00 - 8.30				A	14.8	28	1079	1889	687	228	775	176^	325	343	153^	371	702	175^	281	255	172^	355	174^	76^	238	141^
8.30 - 9.00				A	17.6	31	1283	1960	750	245	825	198	374	388	147^	364	743	215	317	302	156^	335	187	73^	205	141^
9.00 - 9.30				A	19.2	31	1400	1919	782	249	838	178	363	397	150^	387	767	211	345	339	152^	334	224	87^	90^	71^
NBC MOVIE OF THE WEEK(S)			187	A	18.2	30	1327	1735	688	171^	740	206	366	390	186	284	672	252	375	349	113^	231	206	72^	117^	88^
2 WED. 9.00P 120 NBC FF			95																							
9.00 - 9.30				A	16.1	28	1174	1609	689	202	718	192^	346	370	168^	298	623	209	317	316	98^	246	135^	26v	133^	82^
9.30 - 10.00				A	18.0	30	1312	1755	700	184	751	219	377	400	186	279	674	221	348	363	107^	246	197	71^	133^	87^
10.00 - 10.30				A	19.1	31	1392	1807	698	162^	754	210	380	400	191	280	714	285	406	349	132^	244	226	76^	113^	99^
10.30 - 11.00				A	19.4	32	1414	1760	680	142^	748	206	368	393	193	285	669	287	417	362	113^	192	245	101^	98^	88^

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FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAY 1978 REPORT

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
NBC NEWS UPDATE-M-F					157	170	169	A	12.9	23	940	1841	748	265	819	240	398	385	170	333	620	186	306	295	129	259	172	85	230	141
1 M & F	8.58P	1	NBC	N		84	84	B	16.0	25	1166																			
1 TUE.	9.02P	1																												
1 WED.	9.28P	1																												
1 THU.	9.10P	1																												
2 M-F	8.58P	1																												
NBC NEWS UPDATE-SAT.					32	181	186	A	11.3	27	824	2152	771	363	852	265	476	478	146^	292	697	258	400	413	99^	194	171	54^	432	258
SAT.	8.58P	1	NBC	N		90	91	B	15.9	28	1159																			
NBC NEWS UPDATE-SUN.					32	185	189	A	14.2	28	1035	1963	730	261	824	218	398	417	159	335	585	243	341	340	110^	173	174	89^	380	265
1 SUN.	8.59P	1	NBC	N		90	90	B	18.3	28	1334																			
2 SUN.	8.58P	1																												
NBC NIGHTLY NEWS-SAT.					31	152	152	A	6.5	19	474	1722	736	291	846	180^	338	293	207^	439	665	174^	236^	161^	111^	388	110^	LT	101^	44v
SAT.	6.30P	30	NBC	N		85	85	B	7.8	17	569																			
NBC NIGHTLY NEWS-SUN.					26	140	146	A	5.4	16	394	1515	595	276^	638	105^	219^	223^	170^	371	695	189^	344	335	144^	315	111^	88^	71v	39v
SUN.	6.30P	30	NBC	N		76	76	B	7.3	14	532																			
NBC NIGHTLY NEWS					159	204	205	A	10.0	24	729	1619	758	211	820	195	354	348	149	387	607	178	293	264	110	279	94	43^	98	63^
M-F	6.30P	30	NBC	N		99	99	B	13.2	25	962																			
NBC SATURDAY NIGHT MOVIES					33	202	201	A	13.1	27	955	1871	746	234	825	282	469	497	116^	253	642	211	395	426	92^	182	139	40^	265	183
SAT.	9.00P	120	NBC	FF		99	98	B	16.7	30	1217																			
9.00 - 9.30								A	12.1	27	882	1960	747	242	839	273	481	504	109^	258	616	210	388	422	80^	159	155	51^	350	246
9.30 - 10.00								A	12.9	27	940	1885	759	247	840	296	473	499	108^	260	625	205	382	432	87^	171	143	46^	277	180
10.00 - 10.30								A	13.6	28	991	1815	727	230	805	283	464	495	115^	234	648	211	392	423	100^	198	130	30v	232	161
10.30 - 11.00								A	13.9	29	1013	1810	747	218	815	281	464	496	123	250	658	213	403	422	96^	197	129	31^	208	150
NEWSBREAK-M-F					165	167	166	A	12.8	23	933	1923	754	273	841	289	469	398	148	304	585	225	329	294	100	206	169	81	328	209
1 MON.	9.28P	1	CBS	N		91	91	B	15.2	24	1108																			
1 TUE.	8.52P	1																												
1 W & F	8.58P	1																												
THU.	8.57P	1																												
2 MON.	8.28P	1																												
2 TUWF	8.58P	1																												
NEWSBREAK-SAT.					33	172	171	A	11.2	26	816	1762	807	205	841	171	293	333	139^	439	595	109^	239	259	134^	292	127^	76^	199	137^
SAT.	8.58P	1	CBS	N		88	90	B	13.9	25	1013																			
NEWSBREAK-SUN.					33	174	172	A	13.1	26	955	2008	756	256	831	303	449	356	100^	309	797	291	492	398	90^	234	117^	53^	263	198
1 SUN.	9.56P	1	CBS	N		94	94	B	19.7	30	1436																			
2 SUN.	8.57P	2																												
OLIVIA(S)						209		A	21.2	34	1545	2118	708	332	783	406	616	476	62^	127^	559	235	400	350	63^	106^	406	240	370	279
1 WED.	9.00P	60	ABC	GV		99																								
9.00 - 9.30								A	20.3	32	1480	2094	713	319	788	409	610	474	58^	132^	548	220	379	339	61^	115^	379	241	379	286
9.30 - 10.00								A	22.1	35	1611	2131	703	343	776	403	618	482	63^	121^	564	247	417	356	69^	96^	429	241	362	272
ON OUR OWN					22		184	A	11.9	27	868	2062	809	248^	928	370	510	367	68v	344	809	283	466	357	74^	258^	60v	31v	265^	189^
2 SUN.	8.30P	30	CBS	CS			99	B	19.4	29	1414																			
ONE DAY AT A TIME					12	199		A	15.3	23	1115	1794	709	327	859	418	622	384	109^	213	552	244	326	282	88^	195^	272	119^	111^	93^
1 MON.	9.30P	30	CBS	CS		99		B	23.7	35	1728																			

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
OPERATION PETTICOAT	2	194	189	A	14.2	28	1035	1735	561	259	633	307	439	296	73^	149	498	232	312	272	56^	153	230	120	374	251
THU. 8.30P 30 ABC CS		99	99	B	14.2	28	1035																			
OPERATION:RUNAWAY	3	194		A	16.5	30	1203	1605	696	280	865	392	563	489	130^	209	459	161^	275	236	82^	157^	127^	100^	154^	134^
1 THU. 10.00P 60 NBC GD		97		B	15.8	27	1152																			
10.00 - 10.30				A	16.2	29	1181	1625	699	272	870	399	568	496	127^	205	453	161^	273	234	76^	151^	135^	104^	167^	149^
10.30 - 11.00				A	16.9	31	1232	1567	685	283	852	382	556	482	128^	208	458	157^	272	234	84^	161^	118^	95^	139^	119^
OSCAR'S BEST ACTORS(S)			192	A	13.2	23	962	1717	688	215^	858	355	493	344	99^	281	629	193^	363	386	119^	184^	174^	119^	56v	39v
2 TUE. 10.00P 60 ABC GV			99																							
10.00 - 10.30				A	14.1	23	1028	1685	686	228^	842	365	485	344	104^	276	610	188^	345	347	135^	201^	175^	129^	58v	40v
10.30 - 11.00				A	12.3	22	897	1741	687	198^	874	346	501	340	92^	287	646	196^	379	428	99^	164^	168^	105^	53v	36v
OSMOND BROTHERS SPECIAL(S)			202	A	14.5	33	1057	2036	791	273	891	273	496	424	128^	321	480	146^	269	242	80^	185^	207^	125^	458	317
2 FRI. 8.00P 60 ABC GV			99																							
8.00 - 8.30				A	14.3	34	1042	2022	791	271	889	269	481	396	133^	333	481	144^	257	228	83^	196^	185^	122^	467	325
8.30 - 9.00				A	14.7	33	1072	2035	785	272	885	272	506	448	120^	305	474	146^	278	257	73^	169^	227	127^	449	309
PAUL LYNDE COMEDY HOUR(S)		192		A	9.0	22	656	1848	705	275^	773	202^	372	292^	138^	373	564	120^	314^	288^	85v	189^	168^	98^	343^	234^
1 SAT. 8.00P 60 ABC CV		99																								
8.00 - 8.30				A	8.8	22	642	1769	697	278^	764	186^	320^	257^	150^	417	537	108^	272^	257^	81v	201^	185^	87v	283^	206^
8.30 - 9.00				A	9.2	21	671	1899	698	264^	765	210^	414	323^	127^	325^	585	131^	355	315^	89v	177^	153^	111^	396	258^
POLICE STORY-MON	18	172	169	A	4.7	21	343	1329	545	119^	560	131^	375	300^	46v	158^	630	323^	434	274^	125^	193^	35v	LT	104^	104^
1 MON. 11.30P 66 ABC OP		96	95	B	6.4	26	467																			
2 MON. 12.04A 67																										
11.30 - 12.00				A	6.3	22	459	1399	663	148^	713	202^	506^	403^	92v	167^	686	211^	449^	354^	154^	222^	LT	LT	LT	LT
12.00 - 12.30				A	4.6	20	335	1388	602	158^	606	107^	382	330^	39v	195^	664	368	454	265^	111^	210^	23v	LT	95^	95^
12.30 - 1.00				A	3.8	21	277	1181	285^	LT	285^	69v	162v	93v	LT	123v	545^	379^	379^	188v	134v	166v	76v	LT	275^	275^
POLICE STORY-WED	19	174	176	A	5.7	22	416	1409	552	310	667	293	446	408	45v	147^	541	200^	398	372	36v	64v	56v	53v	145^	36v
WED. 11.30P 63 ABC OP		97	97	B	6.3	25	459																			
11.30 - 12.00				A	6.4	22	467	1377	561	323	679	308	465	429	47v	144^	487	146^	333	320	46v	75^	57v	53v	154^	37v
12.00 - 12.30				A	5.1	22	372	1454	557	304^	670	293^	446	384	44v	154^	583	247^	457	427	21v	51v	56v	56v	145^	40v
PROJECT U.F.O.(S)		208		A	13.5	32	984	2176	638	308	816	287	472	444	140^	255	688	248	442	418	144^	166^	205^	55v	467	256
1 SAT. 8.00P 60 NBC SF		98																								
8.00 - 8.30				A	12.7	32	926	2187	653	302	840	324	514	463	127^	234^	707	280	457	409	151^	164^	188^	46v	452	231^
8.30 - 9.00				A	14.3	33	1042	2154	625	313	795	256	435	426	149^	272	665	221^	426	424	138^	164^	214^	61^	480	277
PROJECT U.F.O.(S)			204	A	12.0	31	875	2417	840	307	887	341	551	522	97^	249^	766	333	473	466	51v	194^	320	121^	444	319
2 SAT. 8.00P 60 NBC SF			97																							
8.00 - 8.30				A	11.0	28	802	2365	819	282^	870	312	518	501	95^	260^	736	289^	433	442	68v	208^	341	119^	418	302
8.30 - 9.00				A	13.0	33	948	2449	859	328	901	364	580	537	93^	240^	784	367	505	485	39v	179^	297	121^	467	333
QUINCY, M.E.	29	206	200	A	15.9	30	1159	1722	700	281	780	255	451	435	124	247	606	251	398	318	88^	176	154	68^	182	156
FRI. 10.00P 60 NBC OP		99	98	B	18.5	33	1349																			
10.00 - 10.30				A	15.0	28	1094	1734	709	288	792	254	445	434	130	260	595	241	378	300	90^	184	152	72^	195	169
10.30 - 11.00				A	16.8	32	1225	1702	690	272	764	250	451	434	121	235	616	262	415	333	85^	169	156	65^	166	142
RHODA	23		182	A	11.2	28	816	1949	831	255^	957	369	527	429	93^	362	702	273^	394	347	106^	215^	55v	39v	235^	120^
2 SUN. 8.00P 30 CBS CS			98	B	19.9	31	1451																			
ROCKFORD FILES	28	211	202	A	10.9	22	795	1629	693	343	805	189	354	376	207	349	577	161	262	253	120^	251	137^	54^	110^	81^
CONT'D																										

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EVENING CONT'D																										
ROCKFORD FILES-CONT'D																										
FRI. 9.00P 60 NBC PD		99	98	B	17.7	30	1290																			
9.00 - 9.30				A	10.6	22	773	1598	702	335	807	175	340	367	226	370	570	163	264	257	117^	244	122^	52^	99^	75^
9.30 - 10.00				A	11.2	22	816	1641	681	347	800	197	366	383	190	329	574	156	256	243	123^	256	149	55^	118^	86^
SATURDAY NIGHT	21	200	200	A	9.2	31	671	1897	632	302	749	467	617	475	53^	98^	806	593	701	459	36v	65^	301	101^	41v	41v
SAT. 11.30P 85 NBC GV		98	98	B	9.5	31	693																			
11.30 - 12.00				A	10.4	31	758	1865	625	278	754	453	606	460	64^	107^	802	541	660	470	44^	89^	259	86^	50^	50^
12.00 - 12.30				A	9.4	32	685	1892	617	308	728	473	616	473	49^	93^	810	643	730	449	36v	53^	319	105^	35v	35v
12.30 - 1.00				A	7.7	31	561	1923	657	325	763	469	629	500	38v	90^	783	593	704	441	27v	40v	339	116^	38v	38v
SISTER TERRI(S)			192	A	9.5	25	693	2108	796	314^	816	226^	430	426	206^	312^	521	160^	272^	291^	57v	190^	287^	186^	484	284^
2 SAT. 8.00P 30 ABC CS			99																							
60 MINUTES	35	204	202	A	14.3	35	1042	1815	764	298	838	214	354	380	141	377	762	252	401	379	126	280	85^	37^	130	61^
1 SUN. 7.18P 60 CBS DN		99	99	B	23.6	40	1720																			
2 SUN. 7.00P 60																										
7.00 - 7.30				A	12.6	36	919	2114	839	271	914	271	444	440	123^	379	831	285	457	416	123^	305	133^	53v	236^	90^
7.30 - 8.00				A	14.6	35	1064	1789	775	294	846	218	356	388	138	383	751	252	395	378	129	266	65^	26v	127	62^
SNOOPY'S MUSICAL ON ICE(S)			192	A	14.9	29	1086	2128	835	294	947	300	547	505	155^	332	526	168^	273	290	64^	181^	128^	56^	527	342
2 WED. 8.00P 60 CBS GV			99																							
8.00 - 8.30				A	14.5	29	1057	2183	835	265	941	286	520	480	159^	356	537	168^	275	297	66^	186^	125^	55v	580	392
8.30 - 9.00				A	15.3	28	1115	2065	831	320	950	314	572	524	151^	310	506	162^	267	279	62^	173^	130^	54^	479	293
STARSKY AND HUTCH	15	201		A	17.2	28	1254	2048	776	384	854	436	627	516	67^	147^	635	284	446	387	92^	121^	306	154^	253	198
1 WED. 10.00P 60 ABC OP		99		B	19.6	33	1429																			
10.00 - 10.30				A	17.2	28	1254	2027	758	366	827	431	614	495	65^	144^	622	282	446	389	81^	107^	327	167^	251	200
10.30 - 11.00				A	17.3	29	1261	2049	785	395	871	434	633	531	72^	152^	643	287	443	385	101^	133^	281	140^	254	194
STARSKY AND HUTCH-11:30	18	177	177	A	6.6	25	481	1472	644	266	677	245^	409	422	50v	137^	528	252	374	293	50v	94^	173^	71^	94^	39v
1 THU. 11.30P 66 ABC OP		97	97	B	6.8	27	496																			
2 THU. 11.30P 65																										
11.30 - 12.00				A	6.7	22	488	1441	637	271	682	272	418	425	43v	140^	490	238^	343	243^	58v	98^	180^	71^	89^	46v
12.00 - 12.30				A	6.9	29	503	1473	632	258	660	226^	396	406	51v	130^	551	255	389	328	43v	92^	167^	71^	95^	38v
SUGAR TIME	4		172	A	10.1	19	736	1425	543	105^	614	201^	375	362	57v	191^	560	187^	299^	260^	123^	231^	133^	32v	118^	118^
2 MON. 8.00P 30 ABC CS			96	B	11.8	20	860																			
SWEDEN'S-COMMAND CIRCUS(S)		187		A	12.1	28	882	2280	775	306	887	285	461	388	132^	374	816	278	465	493	91^	253^	222^	135^	355	253^
1 SUN. 7.00P 60 ABC GV		98																								
7.00 - 7.30				A	11.1	27	809	2235	754	307	882	279^	453	382	121^	382	800	263^	453	507	76^	246^	214^	135^	339	236^
7.30 - 8.00				A	13.1	29	955	2305	786	302	883	289	459	392	143^	364	825	288	472	482	102^	254	229^	136^	368	265
THREE'S COMPANY	32	199	196	A	25.0	40	1823	1953	697	312	823	405	590	445	76	176	496	189	330	277	76	131	277	168	357	224
TUE. 9.00P 30 ABC CS		99	99	B	28.1	42	2048																			
TOMA	16	163	163	A	3.7	24	270	1333	649	260^	656	222^	437^	375^	114^	140^	492	236^	350^	308^	41v	67v	78v	18v	107v	18v
1 THU. 12.36A 42 ABC OP		95	95	B	4.3	27	313																			
2 THU. 12.35A 42																										
12.30 - 1.00				A	3.7	22	270	1430	693	277^	700	223^	437^	396^	134^	174^	547	248^	366^	335^	51v	91v	56v	18v	127^	34v
TOMORROW SHOW	128	173	172	A	2.7	22	197	1137	767	263^	767	218^	310	350	107^	300	304	142^	213^	173^	LT	81^	LT	LT	56v	56v
M-TH 1.00A 45 NBC CC		97	97	B	2.6	22	190																			
1.00 - 1.30				A	3.0	23	219	1132	746	251^	752	195^	287	329	115^	301	324	142^	219^	184^	LT	90^	LT	LT	46v	46v

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PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORK-ING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
TONIGHT SHOW	160	212	211	A	7.7	30	561	1590	751	317	818	301	463	442	116	250	653	316	435	324	78^	178	94^	32^	25v	25v
1 MTHF 11.30P 79 NBC GV		99	99	B	8.1	31	590																			
1 TUE. 11.30P 78																										
1 WED. 11.30P 76																										
2 MON. 11.30P 79																										
2 TUE. 11.30P 81																										
2 WED. 11.30P 75																										
2 THU. 11.30P 77																										
2 FRI. 11.30P 78																										
11.30 - 12.00				A	9.3	30	678	1580	740	305	807	298	477	444	117	239	654	286	415	348	93	188	96	34^	23^	23^
12.00 - 12.30				A	7.3	30	532	1590	755	326	825	300	459	439	116	261	652	337	451	312	65^	169	90^	28^	23v	23v
12.30 - 1.00				A	5.6	29	408	1809	1052	692	1052	549^	616	414^	103v	290^	658	379^	475^	226^	65v	183^	LT	LT	99v	99v
TUESDAY MOVIE OF THE WEEK	28	169		A	5.5	26	401	1267	628	296^	691	225^	492^	426^	45v	162^	499^	250^	359^	289^	57v	117v	77v	47v	LT	LT
1 TUE. 11.30P 146 ABC FF		96		B	5.7	24	416																			
11.30 - 12.00				A	7.2	23	525	1370	610	364^	746	285^	510	408^	89v	206^	524	205^	326^	278^	88v	160^	100v	37v	LT	LT
12.00 - 12.30				A	6.2	26	452	1336	630	294^	681	223^	497^	418^	51v	164^	565	286^	424^	348^	44v	110v	90v	38v	LT	LT
12.30 - 1.00				A	5.4	28	394	1178	591^	282^	626	182^	474^	412^	20v	123v	511^	275^	378^	306^	35v	111v	41v	41v	LT	LT
1.00 - 1.30				A	4.6	29	335	1293	726	296^	746	242^	555^	513^	30v	146v	469^	272^	356^	290^	53v	113v	78v	78v	LT	LT
1.30 - 2.00				A	3.9	31	284	1011	600^	198v	600^	123v	367^	384^	LT	145v	355^	197v	292^	187v	63v	63v	56v	56v	LT	LT
VANISHING WILDERNESS(S)			191	A	8.2	21	598	1630	624	264^	632	153^	329^	328^	115^	229^	654	142^	268^	344^	129^	258^	123^	100v	221^	128^
2 SUN. 7.00P 110 ABC FF			98																							
7.00 - 7.30				A	7.0	20	510	1639	620	302^	620	120^	310^	312^	106v	234^	572	89v	172^	300^	139^	232^	162^	141^	285^	167^
7.30 - 8.00				A	7.6	20	554	1545	588	255^	588	124^	313^	309^	115^	214^	607	108v	222^	300^	128^	253^	117^	102v	233^	122^
8.00 - 8.30				A	8.7	22	634	1677	650	258^	661	183^	336^	336^	130^	246^	694	174^	308^	371	114^	270^	128^	99^	194^	117^
8.30 - 9.00				A	10.3	24	751	1638	623	237^	650	182^	356	354	108^	217^	729	195^	363	403	136^	266^	83^	56v	176^	116^
WALTONS	29	202	198	A	12.9	26	940	1785	817	203	933	237	375	323	201	476	529	195	268	229	112^	218	131	65^	192	103^
THU. 8.00P 60 CBS GD		99	98	B	20.1	32	1465																			
8.00 - 8.30				A	12.0	26	875	1794	831	212	947	222	357	316	220	511	522	183	259	222	115^	224	126^	60^	199	113^
8.30 - 9.00				A	13.6	27	991	1788	812	196	925	251	388	331	186	449	536	207	277	234	111^	213	136	70^	191	96^
WED. MYSTERY OF THE WEEK	30	158	159	A	3.1	22	226	1248	501^	239^	652	174^	372^	424^	76v	196^	490^	309^	407^	275^	LT	LT	70v	70v	36v	36v
1 WED. 12.33A 61 ABC SM		93	93	B	3.3	23	241																			
2 WED. 12.33A 64																										
12.30 - 1.00				A	3.4	20	248	1403	508	274^	661	149^	355^	415^	77v	202^	661	416^	545	406^	LT	20v	52v	52v	29v	29v
1.00 - 1.30				A	2.9	23	211	1133	484^	223^	659	218^	408^	446^	71v	180^	346^	227^	299^	132v	LT	LT	85v	85v	43v	43v
WELCOME BACK,KOTTER	32	195	193	A	13.0	28	948	1745	616	275	688	321	459	315	86^	182	446	191	263	227	40^	148	257	117^	354	265
THU. 8.00P 30 ABC CS		99	97	B	19.8	33	1443																			
WHAT'S UP DOC(S)			193	A	10.2	26	744	2320	992	370	1010	457	687	450	144^	239^	485	151^	241^	288^	79v	153^	306^	181^	519	310^
2 SAT. 8.30P 30 ABC CS			99																							
WINDOWS, DOORS-KEYHOLES(S)		202		A	11.6	20	846	1608	640	176^	704	230^	427	412	146^	222^	627	158^	357	360	121^	228^	192^	62v	85^	51v
1 TUE. 10.00P 60 NBC CV		99																								
10.00 - 10.30				A	12.0	20	875	1587	657	175^	712	250^	447	433	140^	205^	611	154^	359	365	107^	211^	161^	47v	103^	57v
10.30 - 11.00				A	11.2	20	816	1620	618	174^	688	201^	400	389	149^	238^	645	161^	355	357	134^	246^	226^	80^	61v	43v
WONDER WOMAN	29	191	188	A	11.9	28	868	1896	612	296	668	262	393	311	111^	237	605	247	370	317	98^	193	197	80^	426	259
FRI. 8.00P 60 CBS SF		98	98	B	15.4	27	1123																			
8.00 - 8.30				A	10.6	25	773	1783	614	289	664	243	376	301	109^	247	565	217	330	291	98^	196	180	68^	374	222
8.30 - 9.00				A	13.2	29	962	1970	606	299	662	272	398	316	108^	226	633	268	400	333	98^	193	209	89^	466	289

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
WONDERFUL WORLD OF DISNEY	30	210	211	A	12.3	30	897	2061	597	213	713	222	364	344	130^	281	634	294	393	379	76^	154	238	104^	476	325
1 SUN. 7.00P 60 NBC FV		99	99	B	16.5	28	1203																			
2 SUN. 7.00P 120																										
7.00 - 7.30				A	9.7	25	707	1989	617	207	724	229	358	313	133^	308	659	310	404	351	69^	181	237	108^	369	240
7.30 - 8.00				A	11.9	29	868	2097	607	219	732	252	405	340	128^	277	666	312	419	367	72^	174	244	101^	455	316
8.00 - 8.30				A	14.5	36	1057	2063	548	208^	689	208^	359	359	130^	254	565	248	340	396	80^	113^	244	112^	565	394
8.30 - 9.00				A	15.9	36	1159	2124	605	212	697	185^	315	372	138^	282	630	293	401	425	85^	129^	230	100^	567	388
YOUR PLACE OR MINE(S)			175	A	9.4	24	685	1699	798	113^	857	133^	270^	375	116^	454	447	67v	184^	150^	170^	263^	137^	97^	258^	176^
2 SAT. 8.30P 30 CBS CS			94																							
•WEEKDAY DAYTIME																										
ALL IN THE FAMILY M-F	122	194	191	A	7.1	26	518	1456	700	79^	790	246	418	327	128	326	362	99^	155	130	59^	166	155	72^	149	78^
M-F 3.30P 30 CBS CS		98	95	B	8.5	27	620																			
ALL MY CHILDREN	159	185	186	A	7.7	32	561	1549	925	185	1014	487	712	535	58^	194	288	135	169	114	69^	107	162	128	85^	52^
M-F 1.00P 60 ABC DD		98	98	B	8.3	31	605																			
1.00 - 1.30				A	8.0	34	583	1561	927	197	1009	475	706	542	53^	192	310	146	187	128	66^	106	158	125	84^	51^
1.30 - 2.00				A	7.4	30	539	1510	922	169	1011	494	712	526	57^	192	261	122	148	99^	67^	106^	160	127	78^	48^
ANOTHER WORLD	156	206	206	A	8.1	30	590	1346	877	150	937	256	479	462	189	381	193	37^	57^	61^	99	125	148	138	68^	32^
M-F 3.00P 60 NBC DD		99	99	B	8.5	28	620																			
3.00 - 3.30				A	7.5	29	547	1298	884	147	935	246	456	448	187	402	201	53^	67^	68^	104^	124	116	110	46^	22v
3.30 - 4.00				A	8.7	32	634	1372	866	151	931	262	496	470	191	360	180	23^	48^	53^	94	122	174	162	87^	43^
AS THE WORLD TURNS	156	201	202	A	7.9	31	576	1274	907	120	981	260	489	457	186	425	184	35^	89^	68^	33^	94^	43^	31^	66^	36^
M-F 1.30P 60 CBS DD		99	99	B	8.5	31	620																			
1.30 - 2.00				A	7.5	30	547	1283	887	128	961	256	463	444	191	435	202	31^	96^	86^	36^	103^	44^	33^	76^	42^
2.00 - 2.30				A	8.3	33	605	1251	920	109	992	263	513	465	181	413	162	35^	76^	47^	30^	86^	42^	29^	55^	30^
CAPTAIN KANGAROO	159	187	187	A	3.0	19	219	1603	387	100^	392	173^	296	260^	51v	78^	91^	LT	46v	51v	LT	40v	69^	28v	1051	293
M-F 8.00A 60 CBS C		99	99	B	3.5	21	255																			
8.00 - 8.30				A	2.8	18	204	1716	395	117^	401	146^	293	298	55v	84^	108^	LT	58v	58v	24v	50v	70v	35v	1137	368
8.30 - 9.00				A	3.3	21	241	1432	357	75^	357	179^	278	216^	46v	66^	72^	LT	30v	38v	LT	34v	57v	LT	946	220^
CARD SHARKS	20	163	164	A	4.2	27	306	1314	689	105^	761	144^	271	308	143^	391	470	140^	183^	173^	104^	251	53^	29v	30v	19v
M-F 10.00A 30 NBC QG		90	89	B	4.2	26	306																			
CBS MID-DAY NEWS-EDWARDS	158	173	173	A	5.0	25	365	1132	833	137^	872	247	480	441	200	359	131^	23v	44^	55^	38v	73^	24v	24v	105^	14v
M-F 11.55A 4 CBS N		90	90	B	5.7	25	416																			
CBS MORNING NEWS	160	177	177	A	1.9	15	139	1446	690	245^	719	144^	381^	345^	174^	324^	396^	36v	158^	172^	87v	224^	LT	LT	302^	93v
M-F 7.15A 45 CBS N		96	96	B	2.2	16	160																			
7.30 - 8.00				A	1.9	14	139	1504	726	216^	740	136^	381^	346^	179^	344^	388^	LT	143^	158^	93v	230^	LT	LT	353^	79v
DAYS OF OUR LIVES	159	206	206	A	6.9	27	503	1300	841	137	928	270	452	417	167	398	286	40^	69^	49^	128	211	62^	54^	24v	LT
M-F 1.30P 60 NBC DD		99	99	B	6.9	25	503																			
1.30 - 2.00				A	6.5	26	474	1325	836	143	929	264	437	404	170	412	310	46^	75^	49^	132	229	56^	52^	30v	10v
2.00 - 2.30				A	7.3	29	532	1254	839	129	918	271	461	421	165	385	259	34^	64^	49^	120	190	62^	52^	15v	LT
DOCTORS	156	200	200	A	6.3	26	459	1237	826	132	916	246	428	399	159	425	229	41^	70^	69^	118^	151	70^	64^	22v	LT
M-F 2.30P 30 NBC DD		98	98	B	6.5	24	474																			
EDGE OF NIGHT	153	164	165	A	5.3	19	386	1415	766	138^	836	271	484	453	133^	311	194	75^	83^	47^	51^	98^	219	138^	166	49^
M-F 4.00P 30 ABC DD		89	89	B	5.3	17	386																			

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 55–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 55–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																														
FAMILY FEUD					158	182	183	A	7.3	36	532	1498	641	91^	750	331	442	316	114	236	399	141	165	111	116	202	137	71^	212	80^
M-F	11.30A	30	ABC	QP		98	98	B	8.5	38	620																			
FOR RICHER, FOR POORER					103	158	158	A	3.1	14	226	1398	844	88^	906	217^	376	349	155^	446	322	62v	89^	80^	181^	220^	54v	31v	116^	67^
M-F	1.00P	30	NBC	DD		81	81	B	3.7	14	270																			
GENERAL HOSPITAL					84	186	187	A	6.5	24	474	1388	920	160	979	399	556	469	114^	335	174	37^	65^	74^	48^	85^	143	107^	92^	48^
M-F	3.00P	60	ABC	DD		98	98	B	7.1	24	518																			
3.00 - 3.30								A	6.3	24	459	1366	931	161	990	429	577	469	112^	327	169	34^	63^	71^	48^	86^	121^	96^	86^	46^
3.30 - 4.00								A	6.7	24	488	1389	906	154	963	371	532	467	114^	339	163	35^	60^	67^	47^	81^	161	117^	102^	51^
GONG SHOW					109	172	172	A	4.2	19	306	1474	657	121^	723	204	282	274	84^	350	442	118^	190^	180^	68^	209	116^	68^	193	66^
M-F	12.30P	30	NBC	QG		86	86	B	4.8	19	350																			
GOOD MORNING, AMERICA-730					160	182	183	A	2.6	20	190	1305	715	252^	741	274^	425	373	137^	247^	406	132^	174^	143^	104^	194^	58v	53v	100^	43v
M-F	7.30A	30	ABC	N		97	97	B	3.0	20	219																			
GOOD MORNING, AMERICA-830					160	184	184	A	3.3	21	241	1340	822	108^	851	270	453	394	128^	340	336	62^	125^	137^	116^	191^	74^	74^	79^	41v
M-F	8.30A	30	ABC	N		93	93	B	3.6	21	262																			
GUIDING LIGHT					126	193	193	A	7.4	29	539	1256	856	110	962	235	472	428	184	413	167	54^	85^	47^	35^	78^	60^	36^	67^	36^
M-F	2.30P	60	CBS	DD		99	99	B	7.9	28	576																			
2.30 - 3.00								A	7.6	31	554	1211	873	99^	965	231	478	438	197	413	135	43^	71^	39^	30^	64^	44^	27^	67^	36^
3.00 - 3.30								A	7.3	28	532	1261	823	110	934	230	451	405	169	405	191	60^	94^	51^	41^	92^	73^	43^	63^	30^
HAPPY DAYS M-F					158	169	169	A	5.0	29	365	1496	590	93^	639	382	527	332	39v	93^	295	175	192	115^	41^	81^	139^	81^	423	118^
M-F	11.00A	30	ABC	CS		95	95	B	6.2	30	452																			
HOLLYWOOD SQUARES					155	187	187	A	4.7	28	343	1324	712	99^	784	178	265	283	178	408	422	146^	175	192	82^	192	44^	32v	74^	21v
M-F	10.30A	30	NBC	QP		94	93	B	5.3	27	386																			
LOVE OF LIFE					158	187	187	A	5.0	25	365	1181	836	128^	875	274	521	476	162	319	137^	35v	54^	52^	41^	72^	35v	24v	134^	22v
M-F	11.30A	30	CBS	DD		97	97	B	5.9	27	430																			
MATCH GAME '78					96	151	149	A	4.8	18	350	1394	698	100^	778	201	324	265	138^	389	368	54^	109^	117^	90^	229	105^	56^	143^	57^
M-F	4.00P	30	CBS	QP		82	82	B	5.9	18	430																			
NEW HIGH ROLLERS					20	197	197	A	5.0	29	365	1337	781	101^	849	131^	246	303	182	486	370	41^	83^	110^	103^	243	30v	17v	88^	22v
M-F	11.00A	30	NBC	QG		98	98	B	5.1	28	372																			
ONE LIFE TO LIVE					85	185	187	A	6.1	24	445	1447	919	192	993	470	629	499	99^	270	210	66^	93^	81^	54^	104^	143	112^	101^	54^
M-F	2.00P	60	ABC	DD		99	99	B	7.0	25	510																			
2.00 - 2.30								A	5.8	23	423	1461	922	188	991	496	639	496	94^	249	214	79^	102^	83^	51^	100^	162	123^	94^	49^
2.30 - 3.00								A	6.4	26	467	1418	916	187	989	441	616	498	103^	287	196	52^	81^	77^	54^	102^	127	103^	106^	56^
PASS THE BUCK					33	153	153	A	3.0	19	219	1685	753	101^	822	325	512	380	173^	264^	342	35v	62v	77^	147^	243^	92^	LT	429	82^
M-F	10.00A	30	CBS	QG		82	83	B	3.0	18	219																			
PRICE IS RIGHT 1					99	181	181	A	4.3	26	313	1403	757	115^	786	278	415	338	155^	336	303	38v	80^	93^	67^	185^	48^	LT	266	58^
M-F	10.30A	30	CBS	AP		93	92	B	5.7	28	416																			
PRICE IS RIGHT 2					103	181	181	A	4.9	28	357	1308	770	137^	812	262	412	334	147^	366	273	41^	78^	100^	57^	160^	43^	14v	180	19v
M-F	11.00A	30	CBS	AP		93	93	B	6.2	29	452																			
RYAN'S HOPE					159	176	177	A	6.7	30	488	1475	956	207	1025	490	690	537	57^	215	239	95^	139	93^	59^	85^	114^	98^	97^	44^
M-F	12.30P	30	ABC	DD		95	95	B	7.0	28	510																			
SANFORD AND SON M-F					20	169	168	A	3.3	15	241	1469	731	141^	805	125^	246	232^	116^	493	385	121^	191^	141^	125^	166^	137^	62^	142^	79^
M-F	12.00N	30	NBC	CS		85	85	B	3.2	15	233																			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

AUDIENCE COMPOSITION

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
SEARCH FOR TOMORROW	157	189	189	A	6.3	29	459	1268	896	129	949	289	517	446	174	388	196	37^	59^	54^	72^	131	16v	16v	107^	39^
M-F 12.30P 30 CBS DD		97	97	B	7.3	30	532																			
TODAY SHOW-7.30AM	159	215	215	A	4.4	31	321	1212	803	165^	853	115^	311	355	191	449	315	57^	81^	81^	81^	224	19v	LT	25v	15v
M-F 7.30A 30 NBC N		99	99	B	4.3	28	313																			
TODAY SHOW-8.30AM	160	211	211	A	4.7	32	343	1385	849	139^	889	98^	341	400	181	452	396	53^	90^	116^	90^	280	56^	LT	44^	18v
M-F 8.30A 30 NBC N		99	99	B	4.8	30	350																			
$20,000 PYRAMID	85	157	159	A	4.3	20	313	1565	762	140^	820	372	504	421	141^	221	281	117^	147^	115^	89^	118^	151^	93^	313	90^
M-F 12.00N 30 ABC QG		87	87	B	5.4	22	394																			
WHEEL OF FORTUNE	20	199	198	A	5.7	29	416	1327	780	134^	830	117^	243	285	178	494	373	54^	112^	101^	87^	237	48^	36^	76^	31v
M-F 11.30A 30 NBC QG		98	98	B	5.7	29	416																			
YOUNG AND THE RESTLESS	157	194	194	A	6.8	31	496	1183	896	154	919	318	568	490	169	302	140	32^	44^	43^	62^	89^	36^	24v	88^	36^
M-F 12.00N 30 CBS DD		97	97	B	7.7	32	561																			
•WEEKEND DAYTIME																										
ABC WEEKEND SPECIALS	33	179	177	A	3.6	20	262	1405	416^	161^	421^	260^	340^	222^	43v	81v	168^	107v	153^	137^	LT	LT	205^	45v	611	259^
SAT. 12.00N 30 ABC FV		97	93	B	5.8	23	423																			
ABC WIDE WORLD-SPORTS SAT	27	202	205	A	7.3	26	532	1472	440	79^	470	137^	260	214^	79^	175^	746	306	480	465	136^	224^	177^	56v	79^	66^
1 SAT. 4.00P 60 ABC SA		99	99	B	10.2	26	744																			
& 6.03P 27																										
2 SAT. 5.00P 90																										
4.00 - 4.30				A	4.7	20	343	1434	499^	15v	499^	251^	282^	65v	LT	217^	626^	163v	242^	311^	155v	315^	160v	55v	149v	114v
4.30 - 5.00				A	5.9	24	430	1419	508^	61v	508^	203^	298^	163^	63v	210^	586	198^	276^	346^	105v	240^	171^	60v	154^	116v
5.00 - 5.30				A	6.2	22	452	1376	424^	77v	466^	69v	208^	232^	100v	203^	659	239^	386^	419^	149^	211^	180^	75v	71v	39v
5.30 - 6.00				A	7.9	28	576	1309	289^	54v	325^	25v	108^	142^	103v	158^	806	378^	556	543	197^	221^	178^	55v	LT	LT
6.00 - 6.30				A	9.4	30	685	1636	484	107^	520	159^	327	298	86^	153^	851	376	613	532	114^	208	189	51^	76^	76^
ABC WIDE WORLD-SPORTS SUN	18	188		A	7.1	24	518	1778	456	91v	569	229^	423^	309^	LT	114v	818	387^	506	437^	78v	214^	175^	93v	216^	186^
1 SUN. 4.30P 90 ABC SA		98		B	11.2	29	816																			
4.30 - 5.00				A	6.1	21	445	1793	422^	68v	529	224^	414^	289^	LT	84v	845	389^	534	484^	93v	210^	151^	90v	268^	227^
5.00 - 5.30				A	7.3	24	532	1915	525	107v	651	291^	513	368^	LT	113v	812	408^	510	421^	75v	203^	169^	106v	283^	224^
5.30 - 6.00				A	7.9	26	576	1637	420	92v	528	179^	351^	272^	LT	138^	803	371^	486	415	69v	221^	185^	77v	121^	121^
ALL NEW SUPERFRIENDS I	34	187	188	A	3.1	31	226	1695	305^	93v	305^	220^	255^	132v	50v	50v	278^	176^	217^	178^	39v	39v	23v	23v	1089	730
SAT. 8.00A 30 ABC CA		98	98	B	4.0	33	292																			
ALL NEW SUPERFRIENDS II	34	187	188	A	5.4	38	394	1520	108^	30v	111^	79^	88^	20v	LT	23v	175^	175^	175^	152^	LT	LT	137^	81^	1097	700
SAT. 8.30A 30 ABC CA		98	98	B	6.2	36	452																			
AMERICAN BANDSTAND '78	30	159	158	A	3.8	21	277	1733	419^	163^	586	420^	447	143^	106v	139^	340^	196^	232^	151^	39v	83v	482	281^	325^	173^
SAT. 12.30P 60 ABC PC		86	86	B	5.3	21	386																			
12.30 - 1.00				A	3.8	21	277	1444	404^	94v	501	340^	376^	152^	82v	125^	192^	156^	156^	99v	36v	36v	528	253^	223^	86v
1.00 - 1.30				A	3.8	20	277	1989	429^	227^	660	497	515	129^	127^	145^	474	231^	301^	197^	43v	127^	436	307^	419^	254^
AMERICAN SPORTSMAN	4		179	A	3.0	12	219	1635	351^	132v	405^	100v	186v	165v	110v	219v	539^	298^	379^	260v	69v	160v	261v	133v	430^	307^
2 SUN. 5.00P 60 ABC SA			94	B	5.5	18	401																			
5.00 - 5.30				A	2.5	10	182	1681	325v	94v	402^	143v	192v	143v	77v	210v	654^	303v	494^	361^	83v	160v	207v	71v	418^	275v
5.30 - 6.00				A	3.5	14	255	1565	365^	153v	396^	62v	177v	177v	130v	219v	448^	294^	294^	184v	55v	154v	290^	176v	431^	322^

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																														
ANIMALS, ANIMALS, ANIMALS					32	133	139	A	2.7	16	197	1381	559^	127v	559^	315^	442^	355^	66v	117v	235^	57v	143v	143v	92v	92v	430^	147v	157^	157^
SUN.	11.30A	30	ABC	CL		80	82	B	3.1	15	226																			
BAGGY PANTS & THE NITWITS					15	195	195	A	3.5	18	255	1365	251^	90v	251^	165^	216^	216^	35v	35v	188^	55v	111v	153^	35v	35v	133^	47v	793	389^
SAT.	11.00A	30	NBC	CA		96	96	B	4.7	20	343																			
BATMAN/TARZAN ADV I					25	197	196	A	6.1	30	445	1879	420	175^	440	275	312	192^	43v	94^	321	160^	263^	188^	27v	43v	265^	49v	853	454
SAT.	10.30A	30	CBS	CA		99	97	B	8.2	33	598																			
BATMAN/TARZAN ADV II					25	198	197	A	6.9	36	503	1787	430	205^	447	270	320	173^	57v	91^	332	168^	268	164^	27v	45v	290	93^	718	353
SAT.	11.00A	30	CBS	CA		99	97	B	9.1	36	663																			
BUGS BUNNY/ROAD RUNNER 1					25	198	197	A	6.2	33	452	1812	257^	97^	299	205^	241^	158^	32v	32v	352	181^	308	256^	16v	29v	216^	42v	945	616
SAT.	9.00A	30	CBS	CA		99	99	B	7.1	32	518																			
BUGS BUNNY/ROAD RUNNER 2					25	198	198	A	7.4	36	539	1774	315	96^	357	257	295	205^	22v	22v	284	161^	254	176^	10v	30v	268	82^	865	507
SAT.	9.30A	30	CBS	CA		99	99	B	8.8	36	642																			
BUGS BUNNY/ROAD RUNNER 3					25	198	198	A	8.1	38	590	2010	360	140^	404	276	354	255	LT	LT	398	227	318	221	18v	62^	372	167^	836	484
SAT.	10.00A	30	CBS	CA		99	99	B	9.6	38	700																			
CBS SAT. FILM FESTIVAL					27	156	148	A	3.2	16	233	1245	344^	138^	369^	150^	313^	287^	22v	56v	231^	107v	140^	110v	83v	91v	121v	73v	524	292^
SAT.	1.30P	30	CBS	CL		87	85	B	4.4	17	321																			
CBS SPORTS SPECTACULAR					31	154	160	A	5.6	20	408	1689	387	142^	446	105^	292^	287^	66v	135^	765	316	497	338	123^	231^	321	56v	157^	101^
1 SAT.	5.00P	60	CBS	SA		90	90	B	6.9	19	503																			
2 SAT.	4.30P	90																												
4.30 - 5.00								A	5.7	21	416	1661	460^	109v	505^	77v	291^	291^	96v	214^	691	297^	420^	260^	132v	249^	421^	103v	44v	LT
5.00 - 5.30								A	5.6	21	408	1716	330	152^	379	92^	276^	267^	66v	93^	791	340	539	379	106^	216^	342	47v	204^	154^
5.30 - 6.00								A	5.6	20	408	1676	406	151^	479	132^	308	308	49v	129^	776	303	499	337	136^	233^	249^	44v	172^	100^
FACE THE NATION					32	181	183	A	2.5	13	182	1192	445^	132v	500^	126v	165v	116v	110v	291^	516^	258^	280^	232^	103v	208^	88v	LT	88v	88v
SUN.	11.30A	30	CBS	CC		98	99	B	3.0	14	219																			
FAT ALBERT AND COSBY KIDS					16	195	196	A	5.7	31	416	1529	419	253^	435	281^	356	168^	55v	79^	292	211^	244^	153^	12v	26v	217^	62v	585	310
SAT.	12.00N	30	CBS	CA		99	97	B	6.7	29	488																			
FESTIVAL OF LIVELY ARTS(S)							157	A	2.8	12	204	1485	599^	LT	599^	158v	222v	162v	102v	377^	671^	283v	381^	304^	122v	290v	88v	LT	127v	89v
2 SUN.	4.00P	60	CBS	CL			87																							
4.00 - 4.30								A	3.3	15	241	1407	548^	LT	548^	138v	208v	162v	100v	340^	647^	286^	398^	323^	104v	249v	104v	LT	108v	67v
4.30 - 5.00								A	2.4	10	175	1469	629^	LT	629^	177v	222v	148v	103v	407^	662^	269v	336v	257v	138v	326v	46v	LT	132v	104v
GHOST BUSTERS					33	60	60	A	1.0	9	73	1288^	247v	LT	315v	123v	123v	123v	LT	192v	LT	LT	LT	LT	LT	LT	150v	LT	767^	658^
SUN.	9.00A	30	CBS	CL		51	51	B	1.3	10	95																			
GO GO GLOBETROTTERS I					15	202	202	A	3.8	27	277	1736	177^	120^	177^	76v	133^	133^	44v	44v	188^	122^	181^	141^	LT	LT	245^	65v	1126	701
SAT.	8.30A	30	NBC	CA		99	99	B	4.7	27	343																			
GO GO GLOBETROTTERS II					15	202	202	A	5.9	34	430	1370	62v	42v	62v	23v	44v	44v	18v	18v	135^	56v	79^	23v	56v	56v	77^	54v	1096	721
SAT.	9.00A	30	NBC	CA		99	99	B	5.9	28	430																			
GO GO GLOBETROTTERS III					15	203	203	A	6.3	32	459	1505	59v	38v	59v	37v	59v	59v	LT	LT	120^	48v	75^	27v	45v	45v	169^	128^	1157	680
SAT.	9.30A	30	NBC	CA		99	99	B	6.2	26	452																			
GO GO GLOBETROTTERS IV					15	203	203	A	5.4	26	394	1683	152^	61v	152^	76v	127^	127^	25v	25v	233^	118^	140^	165^	68v	68v	168^	81^	1130	582
SAT.	10.00A	30	NBC	CA		99	99	B	5.7	24	416																			

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PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	18-34	18-49	25-54	55-64	55+	MEN TOTAL	18-34	18-49	25-54	55-64	55+	TEENS (12-17) TOTAL	FEM.	CHILDREN (2-11) TOTAL	6-11
WEEKEND DAYTIME CONT'D																																
GREAT GRAPE APE						32		95	97	A	3.1	19	226	1513	504^	305^	504^	283^	429^	443^	35v	35v	71v	LT	LT	71v	LT	LT	332^	53v	606	376^
		SUN.	11.00A	30	ABC		CA	66	66	B	3.3	16	241																			
HONG KONG PHOOEY						15		190	190	A	2.8	28	204	1373	112v	112v	112v	78v	78v	78v	34v	34v	225^	225^	225^	50v	LT	LT	276^	64v	760	486^
		SAT.	8.00A	30	NBC		CA	97	97	B	3.2	25	233																			
IN THE NEWS- 8.26AM						31		193	192	A	3.2	25	233	1712	416^	137^	416^	200^	291^	276^	51v	94v	197^	77v	128v	106v	48v	48v	52v	52v	1047	549
		SAT.	8.26A	3	CBS		N	98	98	B	3.4	23	248																			
IN THE NEWS- 8.56AM						25		190	192	A	4.8	30	350	1577	277^	54v	277^	157^	221^	212^	26v	26v	197^	91^	143^	122^	38v	38v	186^	37v	917	485
		SAT.	8.56A	3	CBS		N	95	95	B	5.1	27	372																			
IN THE NEWS- 9.56AM						25		197	197	A	8.1	39	590	1798	317	97^	356	248	286	207	29v	29v	293	169^	255	163^	13v	38v	254	85^	895	512
		SAT.	9.56A	3	CBS		N	99	99	B	9.4	38	685																			
IN THE NEWS-10.26AM						34		198	198	A	7.7	36	561	1975	354	134^	401	286	349	237	10v	10v	431	249	334	221	22v	85^	336	133^	807	475
		SAT.	10.26A	3	CBS		N	99	99	B	8.7	34	634																			
IN THE NEWS-10.56AM						34		196	195	A	6.1	30	445	1787	396	169^	421	264^	294	176^	42v	94^	313	158^	261^	183^	23v	39v	235^	51v	818	452
		SAT.	10.56A	3	CBS		N	99	97	B	7.9	31	576																			
IN THE NEWS-11.26AM						34		198	197	A	6.1	32	445	1789	449	213^	467	284	324	172^	66v	107^	335	166^	261^	165^	32v	54v	283	90^	704	336
		SAT.	11.26A	3	CBS		N	99	97	B	8.5	33	620																			
IN THE NEWS-11.56AM						34		195	193	A	5.3	28	386	1710	510	275^	510	339	388	186^	112^	112^	424	262^	337	202^	72v	72v	231^	127^	545	230^
		SAT.	11.56A	3	CBS		N	97	95	B	7.5	30	547																			
IN THE NEWS-12.26PM						34		195	196	A	4.6	25	335	1546	434	266^	446	289^	373	178^	51v	73v	282^	208^	235^	150^	LT	20v	229^	62v	589	349^
		SAT.	12.26P	3	CBS		N	99	97	B	6.5	26	474																			
IN THE NEWS-12.56PM						32		193	193	A	4.7	26	343	1402	281^	129^	301^	216^	280^	159^	LT	21v	295^	198^	247^	176^	LT	24v	256^	72v	550	304^
		SAT.	12.56P	3	CBS		N	96	94	B	6.7	26	488																			
IN THE NEWS- 1.26PM						29		164	167	A	4.1	21	299	1435	286^	168^	299^	191^	286^	208^	LT	LT	294^	158^	184^	151^	50v	50v	122^	29v	720	439
		SAT.	1.26P	3	CBS		N	87	88	B	5.3	20	386																			
IN THE NEWS- 1.56PM						30		157	149	A	3.1	15	226	1221	377^	142^	403^	177^	332^	305^	27v	71v	253^	137^	150^	115v	89v	103v	141^	97v	424^	235^
		SAT.	1.56P	3	CBS		N	87	86	B	4.3	16	313																			
IN THE NEWS- 9.26AM						33		60	60	A	1.2	10	87	1264^	264v	LT	299v	92v	92v	92v	LT	207v	69v	69v	69v	LT	LT	LT	138v	LT	758^	632^
		SUN.	9.26A	3	CBS		N	51	51	B	1.6	11	117																			
IN THE NEWS- 9.56AM						33		59	58	A	1.3	10	95	1074^	LT	LT	LT	LT	LT	LT	LT	LT	85v	LT	53v	53v	LT	LT	253v	84v	705^	652^
		SUN.	9.56A	3	CBS		N	53	50	B	1.8	11	131																			
INT'L AMATEUR BOXING						10		171		A	4.8	17	350	1811	436^	77v	454^	166v	317^	271^	LT	105v	1141	439^	784	620^	97v	271^	133v	28v	83v	72v
	1	SUN.	3.30P	60	ABC		SE	91		B	8.4	25	612																			
3.30 - 4.00										A	4.3	16	313	1751	419^	87v	451^	156v	281^	280^	LT	100v	1141	361^	735^	651^	91v	292^	159v	LT	LT	LT
4.00 - 4.30										A	5.3	19	386	1842	453^	68v	453^	168^	341^	264^	LT	112v	1129	497^	818	590^	101v	252^	115v	52v	145v	127v
ISSUES AND ANSWERS						34		170	180	A	2.1	12	153	1451	699^	347^	699^	201^	306^	287^	97v	373^	549^	157v	235^	201^	157v	314^	111v	LT	92v	66v
		SUN.	12.00N	30	ABC		CC	96	98	B	2.8	12	204																			
JABBERJAW						32		92	90	A	2.7	17	197	2086	687	97v	814	386^	599^	463^	45v	173^	203^	86v	86v	27v	90v	90v	200^	90v	869	483^
		SUN.	10.30A	30	ABC		CA	61	61	B	2.8	14	204																			
KROFFT SUPERSHOW '78 I						33		190	187	A	4.4	23	321	1533	171^	LT	175^	112^	160^	132^	LT	15v	50v	50v	50v	LT	LT	LT	370^	152^	938	581
		SAT.	11.00A	30	ABC		CL	98	97	B	7.4	29	539																			

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

WEEKEND DAYTIME CONT'D

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
KROFFT SUPERSHOW '78 II	34	190	187	A	4.8	26	350	1454	201^	LT	201^	128^	177^	118^	LT	24v	42v	42v	42v	LT	LT	LT	256^	37v	955	568
SAT. 11.30A 30 ABC CL		98	97	B	7.5	30	547																			
LAND OF THE LOST	15	168	165	A	3.6	20	262	1992	538	65v	584	313^	389^	408^	LT	112v	388^	213^	243^	192^	83v	117^	138^	80v	882	545
SAT. 12.00N 30 NBC CL		84	84	B	4.6	20	335																			
MEET THE PRESS	32	196	197	A	3.3	20	241	1361	564	132^	564	37v	171^	162^	154^	365^	797	178^	299^	385^	134^	378^	LT	LT	LT	LT
SUN. 12.30P 30 NBC CC		99	99	B	3.3	15	241																			
MEMORIAL GOLF TOURN.-SAT.(S)		164		A	2.7	12	197	1452	529^	214v	616^	234v	437^	295v	67v	169v	569^	152v	330^	285v	67v	219v	125v	50v	142v	101v
1 SAT. 3.30P 90 CBS SE		90																								
3.30 - 4.00				A	2.7	12	197	1528	544^	147v	630^	278v	411^	279v	107v	219v	359^	35v	182v	182v	35v	177v	284v	66v	255v	168v
4.00 - 4.30				A	2.5	11	182	1423	606^	292v	628^	242v	511^	307v	44v	117v	686^	257v	455^	368^	83v	231v	43v	43v	66v	66v
4.30 - 5.00				A	2.8	12	204	1436	456^	220v	607^	191v	412^	313^	51v	167v	686^	187v	378^	314^	84v	254v	44v	44v	99v	68v
MEMORIAL GOLF TOURN.-SUN.(S)		189		A	8.1	24	590	1558	528	197^	592	109^	215^	282^	114^	285^	770	173^	337^	371^	152^	360^	161^	11v	35v	35v
1 SUN. 5.17P 121 CBS SE		99																								
5.30 - 6.00				A	6.1	20	445	1708	447^	135v	521^	138^	244^	208^	88v	238^	857	193^	377^	406^	111v	420^	284^	16v	46v	46v
6.00 - 6.30				A	7.5	23	547	1541	501	159^	567	94v	205^	267^	117^	300^	771	136^	330^	373^	171^	389^	167^	16v	36v	36v
6.30 - 7.00				A	8.6	24	627	1517	542	236^	612	95v	214^	359^	101^	253^	768	179^	332^	367^	172^	342^	97^	LT	40v	40v
NBA CHAMPIONSHIP GAME-SUN	2	188	192	A	6.8	28	496	1776	425	90^	496	219^	329	254	69^	146^	988	496	689	640	94^	254	181^	25v	111^	101^
1 SUN. 3.00P 137 CBS SE		98	99	B	6.8	28	496																			
2 SUN. 1.30P 150																										
1.30 - 2.00				A	5.5	28	401	1858	433^	72v	485^	249^	323^	219^	111v	134v	888	494^	628	613	65v	179^	196^	23v	289^	222^
2.00 - 2.30				A	6.4	30	467	1882	426^	65v	486^	243^	337^	219^	105v	130^	954	557	708	710	90v	199^	194^	25v	248^	195^
2.30 - 3.00				A	6.4	29	467	1752	377^	79v	424^	175^	279^	245^	101v	131^	1086	653	827	807	81v	193^	139^	23v	103v	103v
3.00 - 3.30				A	6.6	27	481	1807	436	80^	495	224^	353	271	65^	121^	1059	600	750	636	95^	247^	172^	31v	81^	81^
3.30 - 4.00				A	7.2	28	525	1707	395	70^	448	192^	299	244	58^	125^	1031	515	711	659	106^	270	164^	24v	64^	64^
4.00 - 4.30				A	6.7	24	488	1670	450^	109v	536	201^	328^	273^	61v	178^	862	329^	538	504	114v	308^	211^	37v	61v	61v
4.30 - 5.00				A	8.0	28	583	1859	529	165^	649	287^	437	344^	26v	195^	941	341^	644	584	104^	297^	182^	30v	87v	87v
NBC MAJOR LEAGUE PRE GAME	7	211	213	A	4.4	23	321	1445	349^	124^	393	102^	231^	210^	70v	148^	788	353^	421	348^	97^	330^	142^	31v	122^	93v
SAT. 2.00P 15 NBC SC		98	99	B	4.8	22	350																			
NBC MAJOR LEAGUE BASEBALL	7	213	213	A	6.4	27	467	1550	346	98^	397	110^	198^	172^	64v	182^	866	265	395	410	92^	400	160^	27v	127^	100^
1 SAT. 2.15P 225 NBC SE		98	99	B	6.5	26	474																			
2 SAT. 2.15P 167																										
2.30 - 3.00				A	6.2	29	452	1635	380	93^	424	116^	211^	188^	73^	193^	908	321	470	420	113^	381	137^	23v	166^	124^
3.00 - 3.30				A	6.8	30	496	1591	353	97^	403	136^	182^	146^	83^	212^	919	323	436	430	116^	410	150^	24v	119^	119^
3.30 - 4.00				A	6.7	30	488	1551	316	89^	344	83^	127^	117^	74^	203^	871	247	357	420	100^	415	216^	35v	120^	82^
4.00 - 4.30				A	6.9	29	503	1416	367	92^	397	82^	190^	200^	63^	177^	812	208^	356	412	74^	383	140^	13v	67^	67^
4.30 - 5.00				A	6.9	27	503	1461	323	88^	393	98^	194^	162^	63^	174^	805	200^	342	414	82^	374	138^	14v	125^	59v
5.00 - 5.30				A	6.8	24	496	1554	345^	160^	443^	131^	307^	223^	26v	136^	794	221^	328^	331^	50v	449^	210^	84v	107v	107v
5.30 - 6.00				A	5.1	18	372	1685	243^	116v	345^	126v	239^	168^	22v	106v	984	331^	470^	384^	85v	482^	154v	53v	202^	202^
PREAKNESS STAKES(S)		208		A	10.2	36	744	1605	627	190^	656	286^	404	258^	79v	223^	708	246^	434	445	96^	216^	145^	60v	96^	91^
1 SAT. 5.00P 63 ABC SE		99																								
5.00 - 5.30				A	9.3	33	678	1594	641	187^	650	288^	405	244^	66v	228^	678	213^	399	456	91^	209^	147^	58v	119^	106^
5.30 - 6.00				A	11.1	39	809	1598	615	193^	661	287^	404	267^	86^	220^	720	267^	450	436	101^	220^	142^	60v	75v	75v
SCHOOLHOUSE ROCK- 8.55AM	34	187	188	A	4.9	33	357	1560	95^	17v	95^	56v	71v	15v	LT	24v	184^	184^	184^	159^	LT	LT	174^	121^	1107	686
SAT. 8.55A 4 ABC CA		98	98	B	5.9	32	430																			

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION (VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES) TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SCHOOLHOUSE ROCK- 9.55AM	14	190	191	A	4.9	25	357	1493	224^	28v	224^	48v	115^	87^	28v	109^	142^	97^	125^	89^	LT	17v	132^	50v	995	594
SAT. 9.55A 4 ABC CA		99	99	B	6.5	28	474																			
SCHOOLHOUSE ROCK-10.55AM	33	190	191	A	4.8	24	350	1497	180^	18v	183^	103^	160^	134^	LT	23v	146^	128^	146^	18v	LT	LT	377	177^	791	446
SAT. 10.55A 4 ABC CA		99	99	B	7.9	32	576																			
SCHOOLHOUSE ROCK-11.55AM	34	190	187	A	4.3	23	313	1447	185^	LT	185^	117^	167^	93v	LT	18v	31v	31v	31v	LT	LT	LT	263^	35v	968	584
SAT. 11.55A 4 ABC CA		98	97	B	6.6	26	481																			
SCHOOLHOUSE ROCK-10.55AM	32	92	90	A	2.4	15	175	2034	566^	97v	721	230^	470^	388^	45v	194^	199^	79v	79v	29v	91v	91v	256^	118v	858	520^
SUN. 10.55A 4 ABC CA		60	60	B	2.9	15	211																			
SCHOOLHOUSE ROCK-11.55AM	32	133	139	A	2.7	15	197	1330	569^	67v	569^	310^	416^	339^	41v	153v	202^	65v	107v	107v	95v	95v	309^	167^	250^	250^
SUN. 11.55A 4 ABC CA		80	82	B	3.1	14	226																			
SCOOBY'S-LAFF-LYMPICS I	34	190	191	A	5.1	29	372	1608	227^	LT	230^	88^	141^	85^	LT	89^	201^	167^	180^	145^	LT	21v	160^	81v	1017	583
SAT. 9.00A 30 ABC CA		99	99	B	6.8	33	496																			
SCOOBY'S-LAFF-LYMPICS II	34	190	191	A	5.4	27	394	1528	239^	28v	242^	54v	123^	89^	23v	119^	154^	113^	139^	96^	LT	15v	116^	52v	1016	597
SAT. 9.30A 30 ABC CA		99	99	B	8.4	36	612																			
SCOOBY'S-LAFF-LYMPICS III	34	190	191	A	5.2	25	379	1512	235^	24v	235^	89^	142^	80v	LT	93^	148^	78v	92^	32v	21v	56v	227^	82^	902	486
SAT. 10.00A 30 ABC CA		99	99	B	8.6	35	627																			
SCOOBY'S-LAFF-LYMPICS IV	34	190	191	A	6.1	30	445	1452	166^	15v	169^	90^	140^	111^	LT	29v	74^	56v	74^	32v	LT	LT	346	149^	863	466
SAT. 10.30A 30 ABC CA		99	99	B	8.9	36	649																			
SECRETS OF ISIS	16	194	193	A	5.5	30	401	1751	488	236^	488	332	367	179^	103^	103^	415	244^	326	190^	72v	72v	274^	127^	574	257^
SAT. 11.30A 30 CBS CL		97	95	B	6.7	28	488																			
SPACE ACADEMY	16	193	193	A	4.8	27	350	1394	280^	123^	297^	212^	274^	152^	LT	23v	315^	215^	264^	177^	LT	26v	265^	83v	517	295^
SAT. 12.30P 30 CBS CL		96	94	B	6.7	29	488																			
SPACE SENTINELS	15	185	184	A	3.4	19	248	1827	545	150^	574	250^	437^	431^	25v	86v	415^	117v	201^	266^	77v	101v	212^	112v	626	432^
SAT. 11.30A 30 NBC CA		92	92	B	4.9	21	357																			
SPEED BUGGY	16	191	193	A	4.0	26	292	1592	307^	62v	307^	157^	211^	223^	48v	64v	193^	83v	137^	120^	38v	38v	185^	55v	907	517
SAT. 8.30A 30 CBS CA		95	95	B	4.4	24	321																			
SPORTSWORLD	16	169	172	A	4.9	19	357	1252	325^	84v	348	118^	194^	187^	59v	127^	596	171^	333^	324^	138^	224^	223^	92^	85v	76v
SUN. 4.00P 90 NBC SE		89	89	B	5.2	16	379																			
4.00 - 4.30				A	4.7	18	343	1143	248^	73v	292^	96^	169^	160^	59v	98^	496	158^	265^	248^	116^	189^	250^	117^	105^	105^
4.30 - 5.00				A	5.1	19	372	1153	314^	67v	327	105^	166^	142^	60v	145^	551	117^	285^	283^	134^	234^	219^	100^	56v	56v
5.00 - 5.30				A	4.8	18	350	1477	412	117^	412	155^	245^	255^	53v	126^	758	244^	461	458	159^	248^	207^	60v	100^	72v
THINK PINK PANTHER	15	206	206	A	4.3	21	313	1553	284^	58v	284^	157^	250^	265^	19v	19v	264^	146^	188^	207^	57v	57v	218^	86v	787	409
SAT. 10.30A 30 NBC CA		99	99	B	5.2	21	379																			
THREE ON THREE	5	152	148	A	2.8	13	204	1686	398^	217^	452^	265^	314^	202^	44v	93v	707	427^	461^	324^	69v	177^	199^	LT	328^	251^
1 SUN. 2.30P 30 CBS SE		81	78	B	3.0	14	219																			
2 SUN. 1.00P 30																										
THREE ROBONIC STOOGES	16	193	192	A	3.0	27	219	2059	411^	151^	416^	224^	315^	293^	26v	68v	172^	74v	127v	100v	35v	35v	40v	40v	1431	681
SAT. 8.00A 30 CBS CA		98	98	B	3.3	24	241																			
THUNDER	15	150	149	A	3.0	17	219	2205	663	210^	695	371^	516^	509^	139v	139v	461^	242^	302^	247^	159^	159^	203^	86v	846	383^
SAT. 12.30P 30 NBC CL		79	79	B	3.8	17	277																			

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME	WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 55-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 55-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																																
WACKO						24		59	58	A	1.3	10	95	1253^	74v	LT	74v	LT	LT	74v	LT	LT	222v	127v	158v	LT	64v	64v	231v	84v	726^	654^
		SUN.	9.30A	30	CBS		CL	53	50	B	1.7	11	124																			
WHAT'S NEW, MISTER MAGOO						21		164	167	A	4.1	22	299	1375	305^	174^	325^	204^	295^	178^	16v	30v	297^	176^	194^	138^	47v	47v	124^	33v	629	398^
		SAT.	1.00P	30	CBS		CA	87	88	B	5.9	23	430																			
WORLD INVITATIONAL TENNIS						3		162	161	A	2.3	9	168	1804	727	166v	744	381^	495^	471^	95v	202^	774	394^	531^	365^	106v	207^	178v	65v	108v	108v
	1	SUN.	2.00P	90	ABC		SE	88	86	B	2.3	9	168																			
	2	SUN.	3.30P	90																												
2.00 - 2.30										A	2.4	10	175	2206	828^	268v	845^	508^	572^	587^	161v	258v	1074^	538^	686^	388^	194v	337v	137v	LT	150v	150v
2.30 - 3.00										A	2.6	10	190	2058	983^	57v	1015^	630^	737^	778^	126v	237v	932^	379^	579^	463^	107v	286v	111v	LT	LT	LT
3.00 - 3.30										A	2.4	9	175	2217	692^	46v	714^	291v	537^	501^	54v	133v	1308^	696^	1029^	771^	98v	224v	149v	LT	46v	46v
3.30 - 4.00										A	1.8	6	131	1076^	352v	115v	352v	236v	290v	245v	LT	LT	519^	359v	359v	221v	160v	160v	205v	160v	LT	LT
4.00 - 4.30										A	1.9	8	139	1777	935^	317v	935^	394v	531^	397v	106v	366v	337v	201v	236v	130v	45v	101v	267v	180v	238v	238v
4.30 - 5.00										A	2.2	9	160	1450^	600^	219v	600^	225v	287v	255v	108v	232v	349v	162v	231v	138v	62v	118v	269v	131v	232v	232v

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. MON. MAY 15, 1978

WEEK 1 — ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					21,210 29.1								16,040 22.0			
Program					ABC Monday Night Movie "THE ADVENTURES OF THE WILDERNESS FAMILY" (8:00-10:00PM) (OP)								Fantasy Island Special (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)					13,850 19.0	17.7*		19.4*		19.7*		19.2*	12,320 16.9	17.1*		16.7*
SHARE OF AUDIENCE %					30	31 *		32 *		30 *		29 *	28	27 *		28 *
AVG. AUD. BY ¼ HR. %					17.1	18.4	19.1	19.7	20.1	19.4	19.6	18.8	17.3	16.9	17.0	16.5

WEEK 1 — CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					12,760 17.5		13,050 17.9		15,310 21.0		12,320 16.9		11,590 15.9			
Program					Good Times (R)		Baby, I'm Back (R)		M*A*S*H (R) (OP)		One Day at a Time (R)		Lou Grant (R)			
AVERAGE AUDIENCE (Households (000) & %)					11,150 15.3		12,170 16.7		13,190 18.1		11,150 15.3		8,530 11.7	12.3*		11.2*
SHARE OF AUDIENCE %					27		27		28		23		19	20 *		19 *
AVG. AUD. BY ¼ HR. %					14.9	15.7	16.5	16.9	17.8	18.3	15.2	15.4	12.9	11.7	11.0	11.4

WEEK 1 — NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					16,770 23.0				25,660 35.2							
Program					Little House On The Prairie (R) (OP)				NBC Monday Night Movies "WHEELS" Pt. V (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,190 18.1	16.9*		19.4*	19,610 26.9	24.1*		27.0*		28.7*		28.0*
SHARE OF AUDIENCE %					31	30 *		32 *	42	37 *		41 *		[illegible]		[illegible]

WEEK 2 — ABC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					8,970 12.3		16,840 23.1									
Program					Sugar Time (OP)		ABC Monday Night Baseball "LOS ANGELES VS. SAN DIEGO" & "TEXAS VS. MINNESOTA" (8:30-11:17PM)(1)									
AVERAGE AUDIENCE (Households (000) & %)					7,360 10.1		8,600 11.8	7.9*		11.9*		13.5*		13.8*		12.7*
SHARE OF AUDIENCE %					19		20	14 *		20 *		22 *		23 *		22 *
AVG. AUD. BY ¼ HR. %					10.0	10.2	7.2	8.6	10.9	13.0	13.5	13.6	13.9	13.6	12.7	12.6

WEEK 2 — CBS TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					12,680 17.4		17,420 23.9		26,460 36.3							
Program					Baby, I'm Back (R) (OP)		M*A*S*H (R)		Dain Curse Pt. I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					10,790 14.8		15,090 20.7		16,480 22.6	22.0*		23.5*		23.6*		21.2*
SHARE OF AUDIENCE %					28		36		37	36 *		37 *		38 *		37 *
AVG. AUD. BY ¼ HR. %					13.9	15.7	19.7	21.6	21.3	22.6	23.3	23.6	24.0	23.2	22.1	20.3

WEEK 2 — NBC TV

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)					18,370 25.2				20,700 28.4							
Program					Little House On The Prairie (R) (OP)				NBC Monday Night Movies "JUST ME AND YOU" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					13,410 18.4	16.6*		20.2*	10,860 14.9	15.7*		14.1*		15.2*		14.7*
SHARE OF AUDIENCE %					33	32 *		35 *	24	25 *		22 *		24 *		26 *
AVG. AUD. BY ¼ HR. %					15.8	17.4	19.6	20.8	16.7	14.6	14.4	13.8	15.4	15.0	14.8	14.6

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	51.5	52.3	52.9	55.1	55.7	57.8	60.2	62.6	64.9	66.1	66.7	66.5	63.7	61.6	60.3	57.4
WK 2	44.7	45.5	46.2	48.1	50.3	54.2	56.2	59.6	61.3	62.5	64.0	63.7	62.6	61.5	58.7	55.4

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. MON. MAY 22, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. TUE. MAY 16, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					18,150 24.9		19,900 27.3		21,430 29.4		18,660 25.6		16,110 22.1			
Program					Happy Days		Laverne and Shirley		Three's Company		Carter Country (OP)		Family			
AVERAGE AUDIENCE (Households (000) & %)					15,750 21.6		17,860 24.5		19,390 26.6		16,260 22.3		13,050 17.9	18.4*		17.4*
SHARE OF AUDIENCE %					39		42		43		37		31	31 *		31 *
AVG. AUD. BY ¼ HR. %					20.2	23.1	23.9	25.2	26.1	27.2	22.1	22.4	18.8	18.0	17.4	17.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					25,080 34.4											
Program					CBS Tuesday Night Movies (OP) "IT'S A MAD, MAD, MAD, MAD WORLD" (8:00-11:00PM)(R)											
AVERAGE AUDIENCE (Households (000) & %)					11,590 15.9	12.8*		14.1*		14.5*		16.0*		18.8*		19.2*
SHARE OF AUDIENCE %					27	23 *		24 *		24 *		26 *		32 *		34 *
AVG. AUD. BY ¼ HR. %					12.6	13.0	14.3	14.0	14.4	14.5	15.6	16.5	18.6	19.1	19.1	19.4
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					16,180 22.2								12,100 16.6			
Program					Big Event "THE LINCOLN CONSPIRACY" (8:00-10:00PM) (OP)								Windows, Doors and Keyholes (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)					9,550 13.1	12.3*		12.8*		14.0*		13.5*	8,460 11.6	12.0*		11.2*
SHARE OF AUDIENCE %					22	22 *		22 *		23 *		22 *	[illegible]	[illegible]		[illegible]
AVG. AUD. BY ¼ HR. %					[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					18,370 25.2		19,320 26.5		18,880 25.9		15,020 20.6		13,410 18.4			
Program					Happy Days		Laverne and Shirley		Three's Company (R)		Carter Country (R) (OP)		Oscar's Best Actors (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)					16,400 22.5		17,710 24.3		17,060 23.4		13,630 18.7		9,620 13.2	14.1*		12.3*
SHARE OF AUDIENCE %					42		42		38		30		23	23 *		22 *
AVG. AUD. BY ¼ HR. %					21.6	23.4	24.2	24.4	23.0	23.8	19.0	18.4	14.8	13.4	12.1	12.4
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					10,640 14.6				20,920 28.7							
Program					CBS Family Film Classics "THE YEARLING" Pt. I (8:00-9:00PM) (R) (OP)				Dain Curse Pt. II (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1	10.1*		12.1*	13,050 17.9	15.9*		17.0*		19.4*		19.3*
SHARE OF AUDIENCE %					20	19 *		21 *	30	26 *		27 *		32 *		34 *
AVG. AUD. BY ¼ HR. %					10.0	10.3	11.9	12.3	16.0	15.8	16.5	17.4	19.1	19.6	19.6	19.0
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					11,230 15.4				17,930 24.6							
Program					Many Loves of Arthur (8:00-9:00PM) (OP)				Country Night of Stars I (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)					8,090 11.1	10.9*		11.3*	11,230 15.4	13.5*		15.1*		16.8*		16.2*
SHARE OF AUDIENCE %					20	20 *		20 *	25	22 *		24 *		28 *		29 *
AVG. AUD. BY ¼ HR. %					10.6	11.1	10.9	11.7	13.1	13.9	15.1	15.1	16.8	16.8	16.8	15.6

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	47.2	49.3	50.9	51.7	53.3	56.3	57.7	59.1	61.1	62.1	61.2	60.4	59.4	58.8	57.5	56.0
WK 2	45.1	46.2	46.7	50.2	52.2	54.5	56.5	58.2	61.3	63.1	62.7	62.6	61.3	60.0	57.8	55.2

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. TUE. MAY 23, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. WED. MAY 17, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV Program					The Carpenters... Space Encounters (8:00-9:00PM)				Olivia (9:00-10:00PM)			(OP)	Starsky & Hutch			
TOTAL AUDIENCE (Households (000))					18,150				21,580				15,530			
TOTAL AUDIENCE (%)					24.9				29.6				21.3			
AVERAGE AUDIENCE (Households (000))					12,900				15,450				12,540			
AVERAGE AUDIENCE (%)					17.7	17.3*		18.0*	21.2	20.3*		22.1*	17.2	17.2*		17.3*
SHARE OF AUDIENCE %					32	33 *		31 *	34	32 *		35 *	28	28 *		29 *
AVG. AUD. BY ¼ HR. %					16.7	18.0	17.8	18.3	19.7	21.0	22.1	22.1	17.3	17.0	17.2	17.5
CBS TV Program					Danny and The Mermaid (8:00-8:30PM)		Goober and the Truckers' Paradise (8:30-9:00PM)	(OP)	CBS Wednesday Night Movie "GETTING MARRIED" (9:00-11:00PM)							
TOTAL AUDIENCE (Households (000))					9,260		10,060		19,250							
TOTAL AUDIENCE (%)					12.7		13.8		26.4							
AVERAGE AUDIENCE (Households (000))					7,950		8,600		12,680							
AVERAGE AUDIENCE (%)					10.9		11.8		17.4	13.2*		17.2*		19.3*		19.8*
SHARE OF AUDIENCE %					21		20		28	21 *		27 *		31 *		33 *
AVG. AUD. BY ¼ HR. %					10.6	11.2	11.3	12.3	13.0	13.4	16.7	17.8	19.3	19.4	19.9	19.7
NBC TV Program					NBC Movie of the Week "LACY AND THE MISSISSIPPI QUEEN" (8:00-9:30PM)						(OP) Dean Martin Celebrity Roast (9:30-11:00PM)					
TOTAL AUDIENCE (Households (000))					18,440						17,060					
TOTAL AUDIENCE (%)					25.3						23.4					
AVERAGE AUDIENCE (Households (000))					12,540						11,150					
AVERAGE AUDIENCE (%)					17.2	14.8*		17.6*		19.2*	15.3	14.2*		16.2*		15.4*
SHARE OF AUDIENCE %					30	28 *		31 *		31 *	25	22 *		26 *		25 *

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV Program					Eight Is Enough (R)			(OP)	Charlie's Angels (R)							
TOTAL AUDIENCE (%)					20.4				26.4							
AVERAGE AUDIENCE (Households (000))					11,450				12,390							
AVERAGE AUDIENCE (%)					15.7	14.6*		16.9*	17.0	16.0*		17.2*		17.4*		17.2*
SHARE OF AUDIENCE %					30	29 *		31 *	28	27 *		28 *		28 *		28 *
AVG. AUD. BY ¼ HR. %					13.5	15.7	16.9	16.9	15.6	16.4	16.9	17.6	17.6	17.2	17.4	17.0
CBS TV Program					Snoopy's Musical on Ice (8:00-9:00PM)			(OP)	Dain Curse Pt. III (9:00-11:00PM)							
TOTAL AUDIENCE (Households (000))					14,870				18,810							
TOTAL AUDIENCE (%)					20.4				25.8							
AVERAGE AUDIENCE (Households (000))					10,860				13,340							
AVERAGE AUDIENCE (%)					14.9	14.5*		15.3*	18.3	17.9*		18.2*		18.4*		18.6*
SHARE OF AUDIENCE %					29	29 *		28 *	30	31 *		30 *		29 *		30 *
AVG. AUD. BY ¼ HR. %					14.4	14.5	15.0	15.7	17.6	18.1	18.1	18.4	18.2	18.7	18.9	18.4
NBC TV Program					The Life and Times of Grizzly Adams (R)			(OP)	NBC Movie of the Week "ROOSTER COGBURN" (9:00-11:00PM)							
TOTAL AUDIENCE (Households (000))					13,630				18,440							
TOTAL AUDIENCE (%)					18.7				25.3							
AVERAGE AUDIENCE (Households (000))					9,990				13,270							
AVERAGE AUDIENCE (%)					13.7	13.1*		14.3*	18.2	16.1*		18.0*		19.1*		19.4*
SHARE OF AUDIENCE %					26	26 *		27 *	30	28 *		30 *		31 *		32 *
AVG. AUD. BY ¼ HR. %					13.0	13.1	13.6	15.0	15.7	16.6	17.5	18.5	19.0	19.2	20.1	18.8

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	43.5	45.4	46.4	48.2	51.4	54.5	56.4	58.8	61.7	63.4	63.2	63.6	62.9	62.0	61.6	59.9
WK 2	44.7	45.7	46.9	47.8	48.9	51.4	52.7	54.7	57.4	59.3	60.0	61.9	62.0	62.7	62.7	60.1

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

EVE. WED. MAY 24, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. THU. MAY 18, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					13,120 18.0		13,560 18.6		13,490 18.5		12,760 17.5		12,470 17.1			
Program					Welcome Back, Kotter		Operation Petticoat		Barney Miller		Fish		(OP) Baretta			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					10,790 14.8 31 13.5	16.0	11,880 16.3 31 15.3	17.4	11,960 16.4 29 16.0	16.7	11,370 15.6 27 15.5	15.7	10,210 14.0 25 13.1	13.5* 24 * 13.8	14.4	14.6* 27 * 14.7
CBS TV TOTAL AUDIENCE (Households (000) & %)					12,830 17.6				21,360 29.3							
Program					The Waltons (R) (OP)				Festival of The Stars: Mexico (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,190 12.6 25 11.8	11.7* 25 * 11.6	12.9	13.4* 26 * 13.9	11,880 16.3 29 15.6	15.6* 28 * 15.5	15.9	16.0* 28 * 16.1	17.3	17.2* 31 * 17.0	16.7	16.3* 30 * 15.9
NBC TV TOTAL AUDIENCE (Households (000) & %)					19,030 26.1								14,870 20.4			
Program					Beasts Are In The Streets (8:00-10:00PM) (OP)								Operation: Runaway			
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					11,370 15.6	12.9*		15.4*		16.9*		17.3*	12,030 16.5	16.2*		16.9*

EVE. THU. MAY 25, 1978

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)					[illegible] 13.9		[illegible] 14.0		[illegible] 29.2							
Program					Welcome Back, Kotter (R)		Operation Petticoat (R)		(OP) Bing Crosby-His Life & Legend (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					8,160 11.2 24 10.6	11.7	8,750 12.0 24 11.3	12.7	13,560 18.6 32 16.8	17.6* 32 * 18.5	19.6	19.6* 33 * 19.6	19.6	19.0* 32 * 18.4	18.1	18.0* 31 * 18.0
CBS TV TOTAL AUDIENCE (Households (000) & %)					14,140 19.4				13,490 18.5							
Program					The Waltons (R) (OP)				NBA Championship Game "SEATTLE VS. WASHINGTON" (9:00-11:15PM)(1)							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,550 13.1 27 12.0	12.3* 26 * 12.7	13.6	13.8* 28 * 14.1	6,710 9.2 16 8.5	8.5* 16 * 8.5	8.8	8.8* 15 * 8.9	9.1	8.9* 15 * 8.6	9.1	9.6* 16 * 10.2
NBC TV TOTAL AUDIENCE (Households (000) & %)					12,760 17.5				19,170 26.3							
Program					Chips (R) (OP)				What Really Happened to the Class of '65							
AVERAGE AUDIENCE (Households (000) & %) / SHARE OF AUDIENCE % / AVG. AUD. BY ¼ HR. %					9,770 13.4 28 12.0	12.5* 27 * 12.9	14.2	14.3* 29 * 14.3	13,270 18.2 31 13.9	14.8* 27 * 15.7	17.1	17.8* 30 * 18.5	19.8	20.1* 34 * 20.5	20.7	20.2* 35 * 19.8
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	41.8	42.8	42.7	43.7	45.7	48.7	50.7	53.7	55.5	56.5	56.9	57.1	55.3	55.9	55.5	53.8
WK 2	42.1	42.8	43.2	45.0	46.1	47.2	48.7	50.7	53.7	57.1	59.7	60.0	60.0	59.7	59.0	57.4

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. MAY 19, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					12,900				14,220							
TOTAL AUDIENCE (%)					17.7				19.5							
Program					← Donny and Marie → (OP)				← ABC Friday Night Movie "TRUE GRIT" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))					9,330				8,460							
AVERAGE AUDIENCE (%)					12.8	12.0*		13.5*	11.6	11.4*			10.9*		12.0*	12.2*
SHARE OF AUDIENCE %					30	29 *		30 *	22	23 *			21 *		22 *	23 *
AVG. AUD. BY ¼ HR. %					11.3	12.8	13.5	13.4	11.8	11.0	11.1		10.8	11.7	12.3	12.1
CBS TV TOTAL AUDIENCE (Households (000))					12,830				17,130				15,530			
TOTAL AUDIENCE (%)					17.6				23.5				21.3			
Program					← Wonder Woman (R) → (OP)				← Incredible Hulk →					Escapade (10:00-11:00PM) →		
AVERAGE AUDIENCE (Households (000))					9,260				14,140				12,760			
AVERAGE AUDIENCE (%)					12.7	11.4*		14.0*	19.4	18.5*		20.3*	17.5	17.9*		17.0*
SHARE OF AUDIENCE %					29	28 *		31 *	38	38 *		39 *	33	33 *		33 *
AVG. AUD. BY ¼ HR. %					10.7	12.1	13.4	14.6	17.4	19.6	20.2	20.4	18.0	17.9	16.9	17.1
NBC TV TOTAL AUDIENCE (Households (000))					10,790				10,790				14,870			
TOTAL AUDIENCE (%)					14.8				14.8				20.4			
Program					← Comedy Time → (OP)				← Rockford Files (R) →				← Quincy, M.E. (R) →			
AVERAGE AUDIENCE (Households (000))					7,220				8,310				11,880			
AVERAGE AUDIENCE (%)					9.9	10.0*		9.8*	11.4	10.6*		12.1*	16.3	15.3*		17.4*
SHARE OF AUDIENCE %					23	24 *		22 *	22	[illegible]		[illegible]	[illegible]	[illegible]		[illegible]
AVG. AUD. BY ¼ HR. %					20.6				22.0							

EVE. FRI. MAY 26, 1978

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV Program					← Osmond Brothers Special (8:00-9:00PM) → (OP)				← ABC Friday Night Movie "KATE BLISS AND THE TICKER TAPE KID" (9:00-11:00PM) →							
AVERAGE AUDIENCE (Households (000))					10,570				11,300							
AVERAGE AUDIENCE (%)					14.5	14.3*		14.7*	15.5	13.9*		15.0*		16.5*		16.6*
SHARE OF AUDIENCE %					33	34 *		33 *	31	29 *		30 *		32 *		32 *
AVG. AUD. BY ¼ HR. %					14.0	14.5	15.1	14.3	13.9	13.8	14.7	15.2	16.0	17.0	17.1	16.1
CBS TV TOTAL AUDIENCE (Households (000))					11,590				13,340				10,210			
TOTAL AUDIENCE (%)					15.9				18.3				14.0			
Program					← Wonder Woman (R) → (OP)				← Incredible Hulk →					Colorado C. I. (10:00-11:00PM) →		
AVERAGE AUDIENCE (Households (000))					8,090				11,150				7,730			
AVERAGE AUDIENCE (%)					11.1	9.8*		12.4*	15.3	14.7*		15.9*	10.6	11.0*		10.3*
SHARE OF AUDIENCE %					26	23 *		28 *	31	30 *		31 *	21	21 *		20 *
AVG. AUD. BY ¼ HR. %					9.3	10.2	11.5	13.3	13.9	15.6	16.1	15.6	11.4	10.5	10.0	10.5
NBC TV TOTAL AUDIENCE (Households (000))					7,510		7,800		9,330				13,920			
TOTAL AUDIENCE (%)					10.3		10.7		12.8				19.1			
Program					Comedy Time		C.P.O. Sharkey (R) (OP)		← Rockford Files (R) →				← Quincy, M.E. (R) →			
AVERAGE AUDIENCE (Households (000))					6,490		6,930		7,580				11,300			
AVERAGE AUDIENCE (%)					8.9		9.5		10.4	10.6*		10.3*	15.5	14.7*		16.2*
SHARE OF AUDIENCE %					21		21		21	22 *		20 *	30	28 *		32 *
AVG. AUD. BY ¼ HR. %					8.6	9.2	9.1	9.9	10.4	10.8	10.3	10.2	14.2	15.3	16.0	16.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	35.4	36.8	36.7	38.6	39.9	42.7	44.1	45.9	47.4	50.3	52.0	53.5	53.5	53.8	52.8	51.9
WK 2	38.5	38.4	37.6	39.0	40.7	42.8	44.1	45.8	47.5	49.6	50.3	50.8	51.4	52.4	52.0	50.9

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SAT. MAY 20, 1978

WEEK 1

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	10,350 14.2				18,080 24.8				16,550 22.7			
Program	Paul Lynde Comedy Hour (8:00-9:00PM)				Love Boat			(OP)	Fantasy Island			
AVERAGE AUDIENCE (Households (000) & %)	6,560 9.0	8.8*		9.2*	14,000 19.2	17.7*		20.7*	13,710 18.8	18.7*		18.8*
SHARE OF AUDIENCE %	22	22 *		21 *	40	38 *		41 *	38	37 *		38 *
AVG. AUD. BY ¼ HR. %	8.6	8.9	8.7	9.8	16.2	19.3	20.4	20.9	18.7	18.7	19.1	18.5

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	13,120 18.0				12,760 17.5							
Program	The Jeffersons (R)			(OP)	Hannie Caulder (9:00-10:47PM)(R)							(1)
AVERAGE AUDIENCE (Households (000) & %)	9,550 13.1	11.9*		14.4*	8,020 11.0	10.9*		10.7*		11.2*		
SHARE OF AUDIENCE %	31	30 *		33 *	22	23 *		21 *		22 *		
AVG. AUD. BY ¼ HR. %	11.3	12.4	13.9	14.8	11.3	10.6	10.7	10.8	11.1	11.3	11.7	9.7

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	13,410 18.4				15,310 21.0							
Program	Project U.F.O. (8:00-9:00PM)			(OP)	NBC Saturday Night at the Movies "HUNTERS OF THE REEF" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	9,840 13.5	12.7*		14.3*	9,550 13.1	12.2*		13.1*		13.6*		13.7*

WEEK 2

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	[illegible] 10.9		[illegible] 11.8		[illegible] 19.7				[illegible] 19.2			
Program	Sister Terri (8:00-8:30PM)		What's Up Doc (8:30-9:00PM)		Love Boat (R)			(OP)	Fantasy Island (R)			
AVERAGE AUDIENCE (Households (000) & %)	6,930 9.5		7,440 10.2		11,150 15.3	14.5*		16.2*	11,230 15.4	15.1*		15.6*
SHARE OF AUDIENCE %	25		26		34	33 *		35 *	32	32 *		32 *
AVG. AUD. BY ¼ HR. %	9.4	9.7	10.0	10.4	13.7	15.2	15.8	16.6	15.0	15.2	15.3	15.9

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	8,600 11.8		7,800 10.7		14,220 19.5							
Program	The Jeffersons (R)		Your Place or Mine (8:30-9:00PM)	(OP)	CBS Saturday Night Movie "FROM NOON TILL THREE" (9:00-11:00PM)(R)							
AVERAGE AUDIENCE (Households (000) & %)	7,650 10.5		6,850 9.4		8,600 11.8	11.0*		11.7*		12.1*		12.5*
SHARE OF AUDIENCE %	27		24		25	25 *		25 *		26 *		26 *
AVG. AUD. BY ¼ HR. %	10.4	10.7	9.3	9.5	10.9	11.0	11.7	11.6	12.0	12.1	12.5	12.6

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000) & %)	11,810 16.2				14,800 20.3							
Program	Project U.F.O. (8:00-9:00PM)			(OP)	NBC Saturday Night at the Movies "THE COURAGE AND THE PASSION" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	8,750 12.0	11.0*		13.0*	9,480 13.0	11.9*		12.6*		13.5*		14.0*
SHARE OF AUDIENCE %	31	28 *		33 *	28	27 *		27 *		29 *		29 *
AVG. AUD. BY ¼ HR. %	10.9	11.2	12.8	13.3	11.8	12.0	12.4	12.9	13.3	13.7	14.1	14.0

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	36.7	38.9	39.7	39.7	39.4	40.6	42.0	44.5	46.2	48.0	49.4	50.4	49.9	50.0	50.1	47.7
WK 2	35.5	36.5	37.7	38.7	38.5	38.7	39.4	40.5	42.4	44.6	46.3	47.4	46.6	47.6	48.4	48.4

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) PROMO FILL, CBS, (10:47-11:00PM)(SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

EVE. SUN. MAY 21, 1978 (WEEK 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	12,540 17.2				24,860 34.1											
ABC TV program	Sweden's Royal Command Circus (7:00-8:00PM)				(OP) How the West Was Won (1)											
AVERAGE AUDIENCE (Households (000) & %)	8,820 12.1	11.1*		13.1*	16,550 22.7	19.4*		22.0*		23.5*		24.4*		23.9*		23.0*
SHARE OF AUDIENCE %	28	27 *		29 *	39	37 *		39 *		39 *		40 *		40 *		40 *
AVG. AUD. BY ¼ HR. %	10.4	11.8	12.4	13.8	18.2	20.7	21.4	22.6	23.3	23.8	24.3	24.6	23.8	24.0	23.9	21.6
CBS TV TOTAL AUDIENCE (Households (000) & %)		16,550 22.7				12,250 16.8		13,190 18.1		19,970 27.4						
CBS TV program	(2)	60 Minutes (7:18-8:18PM)(3)				All In The Family (8:18-8:48PM)(R)(3)		Alice (8:48-9:18PM)(R)(3)		(OP) Mr. Majestyk (9:18-11:18PM)(R)						
AVERAGE AUDIENCE (Households (000) & %)		11,450 15.7		16.1*		10,500 14.4		11,520 15.8		11,880 16.3		15.4*		16.3*		16.5*
SHARE OF AUDIENCE %		34		36 *		26		27		28		25 *		27 *		28 *
AVG. AUD. BY ¼ HR. %	12.8	13.7	15.4	16.7	16.7	13.4	15.0	14.5	16.6	14.3	15.1	15.8	16.4	16.1	16.1	16.8
NBC TV TOTAL AUDIENCE (Households (000) & %)	11,150 15.3				21,290 29.2											
NBC TV program	Wonderful World of Disney "JUNGLE CAT" (R)				(OP) Big Event "ZIEGFELD: THE MAN AND HIS WOMEN" (8:00-11:00PM)											
AVERAGE AUDIENCE (Households (000) & %)	7,870 10.8	9.9*		11.7*	11,150 15.3	12.8*		13.8*		15.0*		16.9*		16.6*		16.4*
SHARE OF AUDIENCE %	25	24 *		26 *	26	25 *		[illegible]		[illegible]		[illegible]		[illegible]		[illegible]

EVE. SUN. MAY 28, 1978 (WEEK 2)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	[illegible] 16.9								[illegible] 21.7							
ABC TV program	Vanishing Wilderness (7:00-8:50PM)							(OP)	(4) Indianapolis 500 (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2	7.0*		7.6*		8.7*		10.3*	9,770 13.4	12.1*		13.0*		14.2*		14.2*
SHARE OF AUDIENCE %	21	20 *		20 *		22 *		24 *	26	24 *		24 *		26 *		27 *
AVG. AUD. BY ¼ HR. %	7.0	6.9	7.4	7.7	8.5	9.0	10.5	9.9	12.1	12.2	12.7	13.3	14.1	14.4	14.8	13.6
CBS TV TOTAL AUDIENCE (Households (000) & %)	12,760 17.5				9,330 12.8		11,010 15.1		12,540 17.2		13,560 18.6		12,320 16.9			
CBS TV program	60 Minutes				Rhoda (R)		On Our Own (R)	(OP)	All In The Family (R)		Alice (R)		Busters (10:00-11:00PM)			
AVERAGE AUDIENCE (Households (000) & %)	9,400 12.9	12.6*		13.1*	8,160 11.2		8,680 11.9		10,940 15.0		12,030 16.5		9,480 13.0	13.2*		12.8*
SHARE OF AUDIENCE %	36	36 *		35 *	28		27		30		31		24	25 *		24 *
AVG. AUD. BY ¼ HR. %	12.0	13.1	13.3	13.0	10.8	11.5	11.2	12.7	14.1	15.8	16.3	16.7	13.8	12.6	12.7	12.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	17,350 23.8								21,870 30.0							
NBC TV program	Wonderful World of Disney "THE YOUNG RUNAWAYS"							(OP)	Big Event "POLICE STORY" (9:00-11:00PM)							
AVERAGE AUDIENCE (Households (000) & %)	9,480 13.0	9.5*		12.0*		14.5*		15.9*	15,160 20.8	19.0*		20.9*		21.7*		21.7*
SHARE OF AUDIENCE %	33	27 *		32 *		36 *		36 *	40	38 *		39 *		40 *		41 *
AVG. AUD. BY ¼ HR. %	8.8	10.3	11.2	12.8	14.4	14.6	14.9	16.8	17.9	20.2	20.9	20.8	21.6	21.7	22.1	21.3

TV HOUSEHOLDS USING TV (See Def. 1)

	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	40.7	42.7	44.6	47.0	50.5	53.6	55.5	57.5	59.1	60.0	61.3	62.1	61.1	59.4	58.9	56.6
WK 2	33.8	35.7	36.7	38.4	39.5	41.3	43.1	45.3	48.3	51.2	52.9	53.7	54.0	53.6	53.8	52.5

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) SPORTS FILL, ABC, (10:55-11:00PM)(SUS.).
(2) "MEMORIAL GOLF TOURNAMENT", CBS, (5:17-7:18PM), FOR REMAINING RATINGS, SEE OP PAGES(5).
(3) FOR REMAINING RATINGS, SEE OP PAGES.
(4) SPORTS FILL, ABC, (8:50-9:00PM)(SUS.).

EVE. SUN. MAY 28, 1978

SUN. 11:00 P.M.—12:45 A.M. / MON.-FRI. 11:30 P.M.—1:45 A.M.

WEEK 1

Network	Measure	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	M-F 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)	5,180 7.1															
ABC TV	Program	ABC Weekend News–Sunday															
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9															
ABC TV	SHARE OF AUDIENCE %	14															
ABC TV	AVG. AUD. BY ¼ HR. %	6.9															
CBS TV	TOTAL AUDIENCE (Households (000) & %)		5,610 7.7						8,160 11.2								
CBS TV	Program	——(1)——→	CBS Sunday News-Bradley						←——— Late Movie I (2)	———	———	———	———	———→			
CBS TV	AVERAGE AUDIENCE (Households (000) & %)		5,390 7.4						4,810 6.6	7.6*		6.8*		5.5*		3.8*	
CBS TV	SHARE OF AUDIENCE %		19						26	25 *		27 *		27 *		24 *	
CBS TV	AVG. AUD. BY ¼ HR. %	18.9	7.4	7.6					7.7	7.4	7.0	6.6	6.1	5.4	5.3	3.8	
NBC TV	TOTAL AUDIENCE (Households (000) & %)			4,520 6.2					9,990 13.7						2,620 3.6		
NBC TV	Program			←——— NBC Late Night Movie	———	———	———	———	←——— Tonight Show (2)	———	———	———	———→		←——— Tomorrow Show (2)(OP)	———	———→
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			2,840 3.9	4.1*		4.2*		5,690 7.8	9.4*		7.4*			2,040 2.8	3.0*	
NBC TV	SHARE OF AUDIENCE %			19	14 *		18 *		30	30 *		30 *			22	22 *	

WEEK 2

Network	Measure	Sun 11:00	11:15	11:30	11:45	12:00	12:15	12:30	M-F 11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30
ABC TV	TOTAL AUDIENCE (Households (000) & %)	4,300 5.9															
ABC TV	Program	ABC Weekend News–Sunday															
ABC TV	AVERAGE AUDIENCE (Households (000) & %)	4,010 5.5															
ABC TV	SHARE OF AUDIENCE %	12															
ABC TV	AVG. AUD. BY ¼ HR. %	5.5															
CBS TV	TOTAL AUDIENCE (Households (000) & %)	5,760 7.9							7,440 10.2								
CBS TV	Program	CBS Sunday News-Bradley							←——— Late Movie I (2)	———	———	———	———	———→			
CBS TV	AVERAGE AUDIENCE (Households (000) & %)	5,690 7.8							4,960 6.8	7.8*		6.6*		6.3*			
CBS TV	SHARE OF AUDIENCE %	17							28	26 *		27 *		32 *			
CBS TV	AVG. AUD. BY ¼ HR. %	7.8							8.2	7.3	6.7	6.3	6.1	6.1	5.8		
NBC TV	TOTAL AUDIENCE (Households (000) & %)			6,120 8.4					9,620 13.2						2,840 3.9		
NBC TV	Program			←——— NBC Late Night Movie	———	———	———	———	←——— Tonight Show (2)	———	———	———	———→		←——— Tomorrow Show (2)(OP)	———	———→
NBC TV	AVERAGE AUDIENCE (Households (000) & %)			3,570 4.9	5.2*		4.8*		5,470 7.5	9.2*		7.1*		5.6*	1,970 2.7	3.0*	
NBC TV	SHARE OF AUDIENCE %			21	16 *		19 *		29	30 *		29 *		29 *	22	23 *	
NBC TV	AVG. AUD. BY ¼ HR. %			5.3	5.1	4.8	4.8	5.0	9.7	8.5	7.6	6.6	5.6	5.3	3.2	2.7	2.3
TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	50.5	41.3	32.1	27.9	24.4	21.4	18.9	32.6	29.4	26.3	23.5	20.4	18.1	15.5	13.9	11.9
TV HOUSEHOLDS USING TV (See Def. 1)	WK 2	47.2	41.0	34.5	30.8	26.8	24.2	22.0	32.1	28.5	25.5	23.4	20.0	17.5	14.7	12.9	11.2

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "MR. MAJESTYK", CBS, (9:18-11:18PM), FOR REMAINING RATINGS, SEE OP PAGES(S). (2) "FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 15-19, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,700 3.7				3,060 4.2									
Program	← Good Morning, America → (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			2,040 2.8				2,550 3.5									
SHARE OF AUDIENCE %			21				22									
AVG. AUD. BY ¼ HR. %			2.7	2.9			3.4	3.7								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,260 3.1			3,720 5.1								2,550 3.5		3,720 5.1	
Program	← CBS Morning News (Co-op)		(Participating)		← Captain Kangaroo →								Pass the Buck		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %)		1,390 1.9		1.9*	2,190 3.0	2.8*		3.4*					2,040 2.8		3,210 4.4	
SHARE OF AUDIENCE %		15		14 *	19	18 *		22 *					18		27	
AVG. AUD. BY ¼ HR. %		1.9	1.9	2.0	2.5	3.0	3.3	3.4					2.6	3.0	4.3	4.6
NBC TV TOTAL AUDIENCE (Households (000) & %)			3,940 5.4				4,300 5.9						3,570 4.9		3,720 5.1	
Program	← Today Show → (Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,210 4.4				3,350 4.6						2,990 4.1		3,210 4.4	
SHARE OF AUDIENCE %			31				31						26		27	
AVG. AUD. BY ¼ HR. %			4.5	4.3			4.8	4.5					4.0	4.2	4.3	4.5

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)			2,330 3.2				2,770 3.8									
Program	← Good Morning, America → (Co-op)		(Participating)		(Co-op)		(Participating)									
AVERAGE AUDIENCE (Households (000) & %)			1,820 2.5				2,260 3.1									
SHARE OF AUDIENCE %			20				20									
AVG. AUD. BY ¼ HR. %			2.6	2.4			3.1	3.0								
CBS TV TOTAL AUDIENCE (Households (000) & %)		2,260 3.1			3,650 5.0								2,770 3.8		3,720 5.1	
Program	← CBS Morning News (Co-op)		(Participating)		← Captain Kangaroo →								Pass the Buck		Price is Right 1	
AVERAGE AUDIENCE (Households (000) & %)		1,310 1.8		1.9*	2,190 3.0	2.7*		3.2*					2,260 3.1		3,130 4.3	
SHARE OF AUDIENCE %		15		15 *	20	18 *		21 *					20		26	
AVG. AUD. BY ¼ HR. %		1.6	1.7	2.1	2.4	3.1	3.2	3.2					2.9	3.3	4.1	4.4
NBC TV TOTAL AUDIENCE (Households (000) & %)			4,010 5.5				4,230 5.8						3,720 5.1		4,230 5.8	
Program	← Today Show → (Co-op)		(Participating)		(Co-op)		(Participating)						Card Sharks		Hollywood Squares (1)	
AVERAGE AUDIENCE (Households (000) & %)			3,130 4.3				3,430 4.7						3,060 4.2		3,720 5.1	
SHARE OF AUDIENCE %			31				33						27		31	
AVG. AUD. BY ¼ HR. %			4.4	4.3			4.7	4.8					4.2	4.3	4.9	5.2
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	6.7	8.8	10.8	12.2	13.6	14.7	14.9	14.9	15.8	16.5	16.6	16.3	15.6	16.2	16.4	16.9
WK 2	6.6	8.9	10.1	11.0	12.9	13.9	14.3	14.4	15.4	16.2	16.2	16.2	15.6	16.0	16.1	16.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. MAY 22-26, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 15-19, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	4,230		6,560		3,940		6,200		7,580				5,830			
TOTAL AUDIENCE (%)	5.8		9.0		5.4		8.5		10.4				8.0			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)			→	←One Life to Live			→
AVERAGE AUDIENCE (Households (000))	3,650		5,610		3,350		5,250		5,690				4,370			
AVERAGE AUDIENCE (%)	5.0		7.7		4.6		7.2		7.8	8.1*		7.4*	6.0	5.9*		6.2*
SHARE OF AUDIENCE %	28		38		21		32		32	34 *		30 *	24	23 *		25 *
AVG. AUD. BY ¼ HR. %	4.7	5.3	7.4	8.0	4.5	4.7	7.0	7.4	8.0	8.1	7.7	7.2	5.9	5.9	6.3	6.1
CBS TV TOTAL AUDIENCE (Households (000))	4,370		4,300		5,320		5,100				7,580				7,070	
TOTAL AUDIENCE (%)	6.0		5.9		7.3		7.0				10.4				9.7	
Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				←As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000))	3,570		3,650		4,810		4,590				5,760				5,470	
AVERAGE AUDIENCE (%)	4.9		5.0		6.6		6.3				7.9	7.5*		8.3*	7.5	7.6*
SHARE OF AUDIENCE %	28		25		30		28				31	30 *		33 *	30	31 *
AVG. AUD. BY ¼ HR. %	4.6	5.3	4.8	5.2	6.4	6.9	6.3	6.4			7.4	7.7	8.3	8.3	7.6	7.7
NBC TV TOTAL AUDIENCE (Households (000))	4,230		4,520		2,550		3,430		2,700		6,490				5,100	
TOTAL AUDIENCE (%)	5.8		6.2		3.5		4.7		3.7		8.9				7.0	
Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		←Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,650		3,940		2,260		2,840		2,260		5,030				4,590	
AVERAGE AUDIENCE (%)	5.0		5.4		3.1		3.9		3.1		6.9	6.4*		7.4*	6.3	
SHARE OF AUDIENCE %	28		27		14		17		14		27	26 *		29 *	26	
AVG. AUD. BY ¼ HR. %	4.9	5.1	[illegible]	5.5	3.1	3.2	3.7	4.2	3.1	3.0	6.1	6.8	7.4	7.5	6.3	6.3

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	4,370		5,900		3,350		5,320		7,650				5,980			
TOTAL AUDIENCE (%)	6.0		8.1		4.6		7.3		10.5				8.2			
Program	Happy Days		Family Feud		$20,000 Pyramid		Ryan's Hope		←All My Children (1)			→	←One Life to Live			→
AVERAGE AUDIENCE (Households (000))	3,650		5,030		2,920		4,450		5,610				4,520			
AVERAGE AUDIENCE (%)	5.0		6.9		4.0		6.1		7.7	7.9*		7.4*	6.2	5.8*		6.6*
SHARE OF AUDIENCE %	29		35		19		28		32	34 *		30 *	25	23 *		27 *
AVG. AUD. BY ¼ HR. %	4.7	5.3	6.7	7.1	3.9	4.1	5.9	6.3	7.7	8.2	7.7	7.1	5.8	5.8	6.5	6.6
CBS TV TOTAL AUDIENCE (Households (000))	4,450		4,520		5,690		5,320				7,730				7,000	
TOTAL AUDIENCE (%)	6.1		6.2		7.8		7.3				10.6				9.6	
Program	Price is Right 2		Love Of Life		(OP) Young & the Restless		Search for Tomorrow				←As The World Turns			→	Guiding Light	
AVERAGE AUDIENCE (Households (000))	3,570		3,650		5,100		4,590				5,760				5,320	
AVERAGE AUDIENCE (%)	4.9		5.0		7.0		6.3				7.9	7.5*		8.2*	7.3	7.5*
SHARE OF AUDIENCE %	29		26		32		29				31	30 *		32 *	29	31 *
AVG. AUD. BY ¼ HR. %	4.6	5.2	4.8	5.3	6.9	7.2	6.3	6.3			7.3	7.8	8.3	8.2	7.4	7.6
NBC TV TOTAL AUDIENCE (Households (000))	4,230		5,030		2,920		3,720		2,700		6,630				5,030	
TOTAL AUDIENCE (%)	5.8		6.9		4.0		5.1		3.7		9.1				6.9	
Program	New High Rollers		Wheel of Fortune (2)		Sanford and Son		Gong Show (2)		For Richer, For Poorer		←Days Of Our Lives			→	The Doctors (2)	
AVERAGE AUDIENCE (Households (000))	3,720		4,300		2,550		3,210		2,260		5,030				4,520	
AVERAGE AUDIENCE (%)	5.1		5.9		3.5		4.4		3.1		6.9	6.6*		7.2*	6.2	
SHARE OF AUDIENCE %	30		31		16		20		14		27	26 *		28 *	25	
AVG. AUD. BY ¼ HR. %	5.0	5.1	5.9	6.0	3.5	3.6	4.3	4.5	3.1	3.1	6.2	6.9	7.3	7.2	6.3	6.2

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	17.4	18.9	20.0	20.8	21.5	22.8	22.7	23.4	23.6	24.1	24.6	24.8	24.7	24.9	24.4	25.1
WK 2	17.0	18.3	19.3	20.4	21.5	22.3	22.0	22.6	23.1	23.7	24.5	25.1	24.8	24.9	24.4	24.9

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "ABC NEWSBRIEF", (SUS.).
(2) "NBC NEWS UPDATE", (SUS.).

DAY MON.-FRI. MAY 22-26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAY 15-19, 1978

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,050 8.3				4,230 5.8										7,070 9.7	
Program	← General Hospital →				Edge of Night										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	4,520 6.2	6.0*		6.4*	3,790 5.2										5,900 8.1	
SHARE OF AUDIENCE %	23	23 *		23 *	19										19	
AVG. AUD. BY ¼ HR. %	5.9	6.0	6.4	6.5	5.2	5.1									7.8	8.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			6,630 9.1		4,300 5.9										10,280 14.1	
Program	Guiding Light →		All In The Family		Match Game '78										CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		7.4*	5,470 7.5		3,790 5.2										8,890 12.2	
SHARE OF AUDIENCE %		28 *	27		19										29	
AVG. AUD. BY ¼ HR. %	7.4	7.3	7.1	7.9	5.0	5.3									12.1	12.3
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,730 10.6														8,380 11.5	
Program	← Another World (1) →														NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,980 8.2	7.6*		8.8*											7,140 9.8	
SHARE OF AUDIENCE %	30	29 *		32 *											23	
AVG. AUD. BY ¼ HR. %	7.2	7.9	8.7	8.9											9.6	10.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	6,270 8.6				4,590 6.3										6,200 8.5	
Program	← General Hospital →				Edge of Night										ABC Evening News Reasoner/Walters	
AVERAGE AUDIENCE (Households (000) & %)	4,960 6.8	6.6*		7.0*	4,010 5.5										5,320 7.3	
SHARE OF AUDIENCE %	26	26 *		26 *	21										18	
AVG. AUD. BY ¼ HR. %	6.6	6.6	7.0	7.0	5.5	5.4									7.1	7.4
CBS TV TOTAL AUDIENCE (Households (000) & %)			5,900 8.1		3,940 5.4										10,210 14.0	
Program	Guiding Light →		All In The Family		Match Game '78					(SUS.)(2)					CBS Evening News with Walter Cronkite	
AVERAGE AUDIENCE (Households (000) & %)		7.2*	4,960 6.8		3,280 4.5										8,890 12.2	
SHARE OF AUDIENCE %		28 *	25		17										30	
AVG. AUD. BY ¼ HR. %	7.3	7.1	6.4	7.1	4.4	4.6									12.0	12.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	7,730 10.6														8,750 12.0	
Program	← Another World (1) →														NBC Nightly News	
AVERAGE AUDIENCE (Households (000) & %)	5,830 8.0	7.4*		8.6*											7,440 10.2	
SHARE OF AUDIENCE %	30	29 *		32 *											25	
AVG. AUD. BY ¼ HR. %	7.1	7.8	8.7	8.5											10.0	10.3
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	25.9	27.0	27.7	29.0	28.1	29.3	29.8	31.8	33.2	34.5	35.6	37.3	39.8	41.1	41.6	42.9
WK 2	25.6	26.8	27.3	28.0	26.6	27.7	28.5	30.1	31.3	32.5	34.1	35.8	38.6	40.0	40.3	41.7

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section; Page A-36

(1) "NBC NEWS UPDATE", (SUS.).
(2) "CARTER PRESS CONFERENCE", CBS, THU., (5:00-5:34PM)(SUS.).

DAY MON.-FRI. MAY 22-26, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. MAY 20, 1978 — WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					3,060		5,180		4,740		4,740		4,370		5,030	
TOTAL AUDIENCE (%)					4.2		7.1		6.5		6.5		6.0		6.9	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					2,330		4,160		3,650		3,940		3,430		4,080	
AVERAGE AUDIENCE (%)					3.2		5.7		5.0		5.4		4.7		5.6	
SHARE OF AUDIENCE %					30		38		28		28		24		30	
AVG. AUD. BY ¼ HR. %					2.8	3.7	5.8	5.6	4.8	5.3	5.7	5.1	4.7	4.7	6.0	5.2
CBS TV TOTAL AUDIENCE (Households (000))					3,210		3,860		5,100		6,710		6,490		5,100	
TOTAL AUDIENCE (%)					4.4		5.3		7.0		9.2		8.9		7.0	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/ Road Runner 1		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					2,330		3,060		4,450		5,390		5,470		4,300	
AVERAGE AUDIENCE (%)					3.2		4.2		6.1		7.4		7.5		5.9	
SHARE OF AUDIENCE %					27		26		33		37		38		31	
AVG. AUD. BY ¼ HR. %					2.7	3.7	3.6	4.7	5.7	6.4	7.2	7.7	7.4	7.6	5.9	5.8
NBC TV TOTAL AUDIENCE (Households (000))					2,770		3,720		4,960		5,250		4,670		3,940	
TOTAL AUDIENCE (%)					3.8		5.1		6.8		7.2		6.4		5.4	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					2,260		3,210		4,370		4,370		3,940		3,130	
AVERAGE AUDIENCE (%)					3.1		4.4		6.0		6.0		5.4		4.3	
SHARE OF AUDIENCE %					29		30		34		31		28		23	
AVG. AUD. BY ¼ HR. %					2.8	3.5	4.1	4.7	5.8	6.1	6.1	5.9	5.5	5.2	4.4	4.3

DAY SAT. MAY 27, 1978 — WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					2,700		4,450		4,740		4,960		4,590		6,120	
TOTAL AUDIENCE (%)					3.7		6.1		6.5		6.8		6.3		8.4	
Program					All New Super-Friends I		All New Super-Friends II (OP)		Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II (OP)		Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV (OP)	
AVERAGE AUDIENCE (Households (000))					2,110		3,720		3,720		3,940		4,160		4,810	
AVERAGE AUDIENCE (%)					2.9		5.1		5.1		5.4		5.7		6.6	
SHARE OF AUDIENCE %					32		39		29		27		26		30	
AVG. AUD. BY ¼ HR. %					2.3	3.5	5.0	5.2	5.2	5.1	5.7	5.1	5.3	6.0	7.2	6.0
CBS TV TOTAL AUDIENCE (Households (000))					2,550		3,570		5,830		6,420		7,800		5,610	
TOTAL AUDIENCE (%)					3.5		4.9		8.0		8.8		10.7		7.7	
Program					Three Robonic Stooges (OP)		Speed Buggy (OP)		Bugs Bunny/ Road Runner 1		Bugs Bunny/ Road Runner 2 (OP)		Bugs Bunny/ Road Runner 3 (OP)		Batman/Tarzan Adventure I (OP)	
AVERAGE AUDIENCE (Households (000))					1,970		2,700		4,520		5,320		6,270		4,590	
AVERAGE AUDIENCE (%)					2.7		3.7		6.2		7.3		8.6		6.3	
SHARE OF AUDIENCE %					25		26		33		34		38		29	
AVG. AUD. BY ¼ HR. %					2.6	2.8	3.1	4.3	5.5	6.9	7.0	7.5	8.6	8.7	6.3	6.2
NBC TV TOTAL AUDIENCE (Households (000))					2,260		3,130		4,960		5,470		4,810		3,860	
TOTAL AUDIENCE (%)					3.1		4.3		6.8		7.5		6.6		5.3	
Program			I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV (1)		Think Pink Panther	
AVERAGE AUDIENCE (Households (000))					1,750		2,330		4,160		4,810		3,860		3,130	
AVERAGE AUDIENCE (%)					2.4		3.2		5.7		6.6		5.3		4.3	
SHARE OF AUDIENCE %					26		24		33		33		24		19	
AVG. AUD. BY ¼ HR. %					2.1	2.8	2.7	3.8	5.4	6.1	6.7	6.5	5.6	5.0	4.2	4.5

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK 1	3.6	5.0	6.6	8.4	10.6	13.0	15.4	16.6	17.7	19.3	19.8	19.8	19.5	20.1	19.7	18.8
WK 2	3.1	3.9	4.8	6.8	9.5	12.0	13.6	15.5	17.6	19.6	21.4	21.7	22.4	22.9	22.2	21.5

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 20, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,570 4.9		4,160 5.7		3,210 4.4		4,960 6.8									
Program	Krofft Supershow '78-I		Krofft Supershow (OP) '78-II		ABC Weekend Specials "THE ESCAPE OF A ONE-TON PET" Pt. II		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	2,920 4.0		3,500 4.8		2,770 3.8		2,770 3.8	3.8*		3.9*						
SHARE OF AUDIENCE %	22		27		22		21	22 *		21 *						
AVG. AUD. BY ¼ HR. %	3.9	4.0	5.0	4.6	3.7	3.9	3.8	3.8	4.0	3.8						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,980 8.2		4,450 6.1		4,810 6.6		4,450 6.1		3,570 4.9		2,480 3.4					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "CHIP"					
AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		3,720 5.1		3,790 5.2		3,500 4.8		2,920 4.0		2,190 3.0					
SHARE OF AUDIENCE %	37		28		30		27		21		16					
AVG. AUD. BY ¼ HR. %	7.1	6.6	5.2	5.0	5.4	4.9	4.6	5.0	3.7	4.3	3.0	3.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,210 4.4		3,210 4.4		2,770 3.8		2,410 3.3						3,210 4.4	11,590 15.9		
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(2)	← NBC Major League Baseball → "PHILADELPHIA VS. NEW YORK METS" & "BOSTON VS. DETROIT" (2:15-6:00PM)		
AVERAGE AUDIENCE (Households (000) & %)	2,700 3.7		2,410 3.3		2,330 3.2		2,190 3.0						2,990 4.1	4,370 6.0		5.8*
SHARE OF AUDIENCE %	20		19		19		17						23	25		29 *
AVG. AUD. BY ¼ HR. %	3.5	3.8	3.3	3.3	3.3	3.1	2.7	3.3					4.1	4.7	5.7	5.9

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,160 5.7		4,300 5.9		2,840 3.9		4,080 5.6									
Program	Kroffi Supershow '78-I		Kroffi Supershow (OP) '78-II		ABC Weekend Specials "THE ESCAPE OF A ONE-TON PET" Pt. III		← American Bandstand '78 →									
AVERAGE AUDIENCE (Households (000) & %)	3,430 4.7		3,500 4.8		2,410 3.3		2,770 3.8	3.8*		3.7*						
SHARE OF AUDIENCE %	23		25		17		20	20 *		20 *						
AVG. AUD. BY ¼ HR. %	4.6	4.7	4.8	4.8	3.1	3.4	3.6	3.9	3.8	3.6						
CBS TV TOTAL AUDIENCE (Households (000) & %)	5,540 7.6		5,100 7.0		5,390 7.4		4,300 5.9		3,720 5.1		2,770 3.8					
Program	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival (OP) "LITTLE PIG"					
AVERAGE AUDIENCE (Households (000) & %)	5,030 6.9		4,230 5.8		4,450 6.1		3,430 4.7		2,990 4.1		2,410 3.3					
SHARE OF AUDIENCE %	35		30		32		26		21		16					
AVG. AUD. BY ¼ HR. %	6.8	7.0	5.6	5.9	6.4	5.9	4.8	4.7	4.0	4.2	3.5	3.1				
NBC TV TOTAL AUDIENCE (Households (000) & %)	3,060 4.2		3,430 4.7		3,430 4.7		2,480 3.4						3,720 5.1	10,500 14.4		
Program	Baggy Pants & the Nitwits		Space Sentinels (1)		Land of the Lost		Thunder (1)						(2)	← NBC Major League Baseball → "DETROIT VS. BOSTON" & "KANSAS CITY VS. MINNESOTA" (2:15-5:02PM)		
AVERAGE AUDIENCE (Households (000) & %)	2,410 3.3		2,550 3.5		2,920 4.0		2,190 3.0						3,350 4.6	5,100 7.0		6.6*
SHARE OF AUDIENCE %	16		18		21		16						22	29		29 *
AVG. AUD. BY ¼ HR. %	3.4	3.1	3.3	3.6	3.9	4.1	3.1	3.0					4.6	5.5	6.4	6.8

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	18.5	18.8	18.2	18.0	17.6	17.5	17.6	18.0	18.6	19.1	18.6	19.7	19.8	20.1	20.3	21.8
WK 2	19.8	19.6	18.9	19.2	19.0	19.0	18.0	17.6	18.3	19.9	20.8	21.6	21.2	22.3	23.1	23.5

U. S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) "NBC JR. HALL OF FAME", (SUS.).
(2) "NBC MAJOR LEAGUE PRE GAME", (2:00-2:15PM)

DAY SAT. MAY 27, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SAT. MAY 20, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV program					ABC Wide World of Sports (4:00-5:00PM)(6:03-6:30PM)				Preakness Stakes (5:00-6:03PM)(1)				ABC Wide World of Sports (4:00-5:00PM)(6:03-6:30PM)		ABC Saturday Evening News	
TOTAL AUDIENCE (Households (000))					12,100				11,660						3,280	
TOTAL AUDIENCE (%)					16.6				16.0						4.5	
AVERAGE AUDIENCE (Households (000))					4,670				7,440						2,700	
AVERAGE AUDIENCE (%)					6.4	4.7*		5.9*	10.2	9.3*		11.1*		8.6*	3.7	
SHARE OF AUDIENCE %					25	20 *		24 *	36	33 *		39 *		29 *	11	
AVG. AUD. BY ¼ HR. %					4.8	4.6	5.3	6.6	8.8	9.8	11.4	10.9	9.1	8.2	3.6	3.8
CBS TV program			Memorial Golf Tournament (3:30-5:00PM)						CBS Sports Spectacular						CBS Saturday News with Bob Schieffer	
TOTAL AUDIENCE (Households (000))			3,860						5,180						6,340	
TOTAL AUDIENCE (%)			5.3						7.1						8.7	
AVERAGE AUDIENCE (Households (000))			1,970						3,280						5,470	
AVERAGE AUDIENCE (%)			2.7	2.7*		2.5*		2.8*	4.5	4.1*		4.9*			7.5	
SHARE OF AUDIENCE %			12	12 *		11 *		12 *	16	15 *		17 *			22	
AVG. AUD. BY ¼ HR. %			2.8	2.6	2.6	2.4	2.4	3.2	3.9	4.3	4.9	5.0			6.7	8.3
NBC TV program	NBC Major League Baseball "PHILADELPHIA VS. NEW YORK METS" & "BOSTON VS. DETROIT" (2:15-6:00PM)														NBC Nightly News-Sat.	
TOTAL AUDIENCE (Households (000))															5,980	
TOTAL AUDIENCE (%)															8.2	
AVERAGE AUDIENCE (Households (000))															5,100	
AVERAGE AUDIENCE (%)		6.1*		6.3*		6.3*		6.3*		6.8*		5.1*			7.0	
SHARE OF AUDIENCE %		28 *		28 *		27 *		26 *		24 *		18 *			21	
AVG. AUD. BY ¼ HR. %	6.1	6.2	6.5	6.2	6.4	6.2	6.2	6.4	7.1	6.6	5.3	4.9			6.7	7.3

DAY SAT. MAY 27, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV program									ABC Wide World of Sports						ABC Saturday Evening News	
TOTAL AUDIENCE (Households (000))									10,860						3,720	
TOTAL AUDIENCE (%)									14.9						5.1	
AVERAGE AUDIENCE (Households (000))									5,900						3,210	
AVERAGE AUDIENCE (%)									8.1	6.2*		7.9*		10.1*	4.4	
SHARE OF AUDIENCE %									27	22 *		28 *		31 *	13	
AVG. AUD. BY ¼ HR. %									6.3	6.0	7.4	8.4	10.0	10.2	4.4	4.5
CBS TV program							CBS Sports Spectacular								CBS Saturday News with Bob Schieffer	
TOTAL AUDIENCE (Households (000))							8,600								6,120	
TOTAL AUDIENCE (%)							11.8								8.4	
AVERAGE AUDIENCE (Households (000))							4,590								5,320	
AVERAGE AUDIENCE (%)							6.3	5.7*		7.1*		6.2*			7.3	
SHARE OF AUDIENCE %							23	21 *		26 *		22 *			22	
AVG. AUD. BY ¼ HR. %							5.0	6.3	7.0	7.3	6.2	6.2			7.0	7.6
NBC TV program	NBC Major League Baseball "DETROIT VS. BOSTON" & "KANSAS CITY VS. MINNESOTA" (2:15-5:02PM)														NBC Nightly News-Sat.	
TOTAL AUDIENCE (Households (000))															5,390	
TOTAL AUDIENCE (%)															7.4	
AVERAGE AUDIENCE (Households (000))															4,370	
AVERAGE AUDIENCE (%)		7.4*		7.0*		7.4*		7.4*							6.0	
SHARE OF AUDIENCE %		32 *		31 *		29 *		28 *							18	
AVG. AUD. BY ¼ HR. %	7.5	7.2	6.9	7.0	7.3	7.6	7.5	7.3	6.3						6.0	6.1

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	22.3	22.0	22.1	22.6	23.1	23.2	23.5	25.3	27.9	29.2	29.9	30.2	30.9	31.3	33.0	35.1
WK 2	24.3	24.4	24.0	24.7	26.0	26.8	27.0	27.9	27.5	27.7	28.2	29.2	31.6	33.0	32.4	33.6

U. S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 21, 1978

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															2,410 3.3	
ABC TV program													Directions (SUS.)		Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															2,190 3.0	
SHARE OF AUDIENCE %															17	
AVG. AUD. BY ¼ HR. %															3.0	2.9
CBS TV TOTAL AUDIENCE (Households (000) & %)									870 1.2		1,020 1.4					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									800 1.1		800 1.1					
SHARE OF AUDIENCE %									9		8					
AVG. AUD. BY ¼ HR. %									1.0	1.2	1.2	1.0				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
NBC TV program																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															1,970 2.7	
ABC TV program															Jabberjaw (OP)	
AVERAGE AUDIENCE (Households (000) & %)															1,680 2.3	
SHARE OF AUDIENCE %															15	
AVG. AUD. BY ¼ HR. %															2.2	2.4
CBS TV TOTAL AUDIENCE (Households (000) & %)									800 1.1		1,310 1.8					
CBS TV program									Ghost Busters (OP)		Wacko (OP)		Behold Wondrous Things (SUS.)		Look Up And Live (SUS.)	
AVERAGE AUDIENCE (Households (000) & %)									580 .8		1,090 1.5					
SHARE OF AUDIENCE %									7		12					
AVG. AUD. BY ¼ HR. %									.6	1.0	1.5	1.6				
NBC TV TOTAL AUDIENCE (Households (000) & %)																
NBC TV program																
AVERAGE AUDIENCE (Households (000) & %)																
SHARE OF AUDIENCE %																
AVG. AUD. BY ¼ HR. %																
TV HOUSEHOLDS USING TV (See Def. 1) WK 1	2.5	2.7	3.5	4.2	5.3	6.9	8.7	10.0	11.5	12.8	13.4	13.9	15.2	17.0	17.5	16.9
WK 2	2.3	3.2	3.7	3.8	4.8	6.2	7.6	9.4	10.5	11.9	13.2	14.0	14.8	15.3	15.2	15.3

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. MAY 28, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 21, 1978

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,620		2,480		1,820								3,430			
TOTAL AUDIENCE (%)	3.6		3.4		2.5								4.7			
Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers								← World Invitational Tennis →			
AVERAGE AUDIENCE (Households (000))	2,330		1,970		1,680								1,820			
AVERAGE AUDIENCE (%)	3.2		2.7		2.3								2.5	2.4*		2.6*
SHARE OF AUDIENCE %	19		15		12								10	10 *		10 *
AVG. AUD. BY ¼ HR. %	3.1	3.2	2.6	2.9	2.3	2.2							2.4	2.3	2.6	2.7
CBS TV TOTAL AUDIENCE (Households (000))			2,040												2,700	
TOTAL AUDIENCE (%)			2.8												3.7	
Program	Camera Three (SUS.)		Face the Nation												Three on Three	
AVERAGE AUDIENCE (Households (000))			1,600												2,190	
AVERAGE AUDIENCE (%)			2.2												3.0	
SHARE OF AUDIENCE %			11												12	
AVG. AUD. BY ¼ HR. %			2.0	2.4											3.1	2.9
NBC TV TOTAL AUDIENCE (Households (000))							2,410									
TOTAL AUDIENCE (%)							3.3									
Program							Meet the Press		← Religious Series (SUS.) →							
AVERAGE AUDIENCE (Households (000))							2,040									
AVERAGE AUDIENCE (%)							2.8									
SHARE OF AUDIENCE %							16									
AVG. AUD. BY ¼ HR. %							3.1	2.6								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000))	2,410		2,480		1,530											
TOTAL AUDIENCE (%)	3.3		3.4		2.1											
Program	Great Grape Ape		Animals, Animals, Animals(OP)		Issues And Answers		Directions (SUS.)									
AVERAGE AUDIENCE (Households (000))	2,110		1,900		1,310											
AVERAGE AUDIENCE (%)	2.9		2.6		1.8											
SHARE OF AUDIENCE %	18		16		12											
AVG. AUD. BY ¼ HR. %	2.7	3.1	2.6	2.6	1.9	1.8										
CBS TV TOTAL AUDIENCE (Households (000))			2,480						2,620		9,550					
TOTAL AUDIENCE (%)			3.4						3.6		13.1					
Program	Camera Three (SUS.)		Face the Nation						Three on Three		← NBA Championship Game "SEATTLE VS. WASHINGTON" (1:30-4:00PM) →					
AVERAGE AUDIENCE (Households (000))			2,040						1,900		4,670					
AVERAGE AUDIENCE (%)			2.8						2.6		6.4	5.5*		6.4*		6.4*
SHARE OF AUDIENCE %			16						16		29	28 *		30 *		29 *
AVG. AUD. BY ¼ HR. %			2.6	2.9					2.5	2.7	5.2	5.8	6.3	6.5	6.6	6.2
NBC TV TOTAL AUDIENCE (Households (000))							3,350									
TOTAL AUDIENCE (%)							4.6									
Program							Meet the Press									
AVERAGE AUDIENCE (Households (000))							2,700									
AVERAGE AUDIENCE (%)							3.7									
SHARE OF AUDIENCE %							25									
AVG. AUD. BY ¼ HR. %							3.8	3.6								

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK 1	17.0	17.1	17.6	19.0	18.6	18.7	19.3	19.4	20.3	21.5	22.1	23.6	24.6	25.6	26.2	26.4
WK 2	15.8	16.6	16.5	15.9	15.3	15.8	16.4	17.2	17.3	19.0	20.9	20.8	21.3	22.5	23.0	22.7

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. MAY 28, 1978

NATIONAL Nielsen TV AUDIENCE ESTIMATES

DAY SUN. MAY 21, 1978

WEEK 1

ABC TV

Programs: World Invitational Tennis — International Amateur Boxing — ABC Wide World of Sports — Indy 500 Time Trials (6:00-7:00PM)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))			5,320				9,770						8,530			
TOTAL AUDIENCE (%)			7.3				13.4						11.7			
AVERAGE AUDIENCE (Households (000))			3,500				5,180						5,610			
AVERAGE AUDIENCE (%)		2.4*	4.8	4.3*		5.3*	7.1	6.1*		7.3*		7.9*	7.7	7.3*		8.1*
SHARE OF AUDIENCE %		9 *	17	16 *		19 *	24	21 *		24 *		26 *	22	22 *		22 *
AVG. AUD. BY ¼ HR. %	2.6	2.3	3.8	4.7	5.5	5.2	5.6	6.6	7.3	7.3	8.0	7.8	7.2	7.5	8.0	8.2

CBS TV

Programs: NBA Championship Game "WASHINGTON VS. SEATTLE" (3:00-5:17PM) — Memorial Golf Tournament (5:17-7:18PM)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))	10,720									13,850						
TOTAL AUDIENCE (%)	14.7									19.0						
AVERAGE AUDIENCE (Households (000))	5,320									5,900						
AVERAGE AUDIENCE (%)	7.3	6.9*		6.9*		6.7*		8.0*		8.1		6.1*		7.5*		8.6*
SHARE OF AUDIENCE %	26	27 *		26 *		24 *		28 *		24		20 *		23 *		24 *
AVG. AUD. BY ¼ HR. %	6.4	7.3	7.1	6.7	6.4	7.1	7.8	8.1	8.8	6.1	5.9	6.3	7.2	7.9	8.5	8.8

NBC TV

Programs: Sportsworld — NBC Nightly News-Sun.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))					7,580										5,690	
TOTAL AUDIENCE (%)					10.4										7.8	
AVERAGE AUDIENCE (Households (000))					3,210										4,740	
AVERAGE AUDIENCE (%)					4.4	4.4*		4.6*		4.1*					6.5	
SHARE OF AUDIENCE %					15	15 *		16 *		14 *					18	
AVG. AUD. BY ¼ HR. %					4.7	4.1	4.5	4.6	3.6	4.6					6.1	6.8

WEEK 2

ABC TV

Programs: World Invitational Tennis — American Sportsman

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))			3,500						4,230							
TOTAL AUDIENCE (%)			4.8						5.8							
AVERAGE AUDIENCE (Households (000))			1,460						2,190							
AVERAGE AUDIENCE (%)			2.0	1.8*		1.9*		2.2*	3.0	2.5*		3.5*				
SHARE OF AUDIENCE %			9	8 *		8 *		9 *	12	10 *		14 *				
AVG. AUD. BY ¼ HR. %			2.1	1.4	1.9	1.9	2.2	2.2	2.3	2.8	3.2	3.9				

CBS TV

Programs: NBA Championship Game "SEATTLE VS. WASHINGTON" (1:30-4:00PM) — Festival of Lively Arts "DANCE OF THE ATHLETES" (4:00-5:00PM) — CBS Evening News

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))					3,860										4,810	
TOTAL AUDIENCE (%)					5.3										6.6	
AVERAGE AUDIENCE (Households (000))					2,040										3,940	
AVERAGE AUDIENCE (%)		6.3*		7.5*	2.8	3.3*		2.4*							5.4	
SHARE OF AUDIENCE %		27 *		32 *	12	15 *		10 *							16	
AVG. AUD. BY ¼ HR. %	6.1	6.6	7.5	7.6	3.7	2.9	2.6	2.1							5.1	5.7

NBC TV

Programs: Sportsworld — NBC Nightly News-Sun.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))					7,800										3,650	
TOTAL AUDIENCE (%)					10.7										5.0	
AVERAGE AUDIENCE (Households (000))					3,940										3,060	
AVERAGE AUDIENCE (%)					5.4	5.0*		5.6*		5.5*					4.2	
SHARE OF AUDIENCE %					23	22 *		24 *		23 *					13	
AVG. AUD. BY ¼ HR. %					5.0	5.0	5.0	6.2	6.1	5.0					4.0	4.4

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK 1	26.8	27.4	27.9	28.9	29.0	28.6	28.5	29.5	30.3	30.6	31.6	32.1	33.7	35.9	36.7	38.0
WK 2	23.4	24.5	24.6	24.3	23.3	22.7	22.9	23.5	24.9	25.1	26.2	27.5	29.5	30.7	31.4	33.3

U.S. TV Households: 72,900,000 *Half-hour ratings (for immediately preceding and subject quarter-hours). (R) Repeat, see page B. (OP) See Other Programs Section: Page A-36

DAY SUN. MAY 28, 1978

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING MONDAY													
ABC 8.30-11.17PM ABC MONDAY NIGHT BASEBALL	11.00							FOR RTGS SEE PAGE	A-3				10.9
	11.15												9.4
ABC 11.17-11.33PM ABC MON NIGHT BSBL (B)	11.15							4,960	6.8	4,670	6.4	15	6.4
	11.30												6.6
ABC 11.30-12.36AM POLICE STORY-MON 12.04- 1.11AM	11.30	6,340	8.7	4,080	5.6	22	6.7						
	11.45				6.3*	22*	5.8						
	12.00						5.2	4,080	5.6	2,840	3.9	20	4.3
	12.15				5.1*	22*	5.0				4.1*	18*	4.0
	12.30						4.9						3.9
	12.45										3.8*	21*	3.7
	1.00												3.6
EVENING TUESDAY													
ABC 11.30-12.37AM COUNTRY MUSIC AWARDS(S)	11.30							5,030	6.9	3,350	4.6	17	5.4
	11.45										5.1*	17*	4.9
	12.00												4.4
	12.15										4.2*	17*	4.0
	12.30												3.6
ABC 11.30- 1.56AM TUESDAY MOVIE OF THE WEEK	11.30	7,870	10.8	4,010	5.5	26	7.6						
	11.45				7.2*	23*	6.8						
	12.00						6.3						
	12.15				6.2*	26*	6.2						
	12.30						5.7						
	12.45				5.4*	28*	5.2						
	1.00						4.8						
	1.15				4.6*	29*	4.5						
	1.30						4.3						
	1.45				3.9*	31*	3.4						
EVENING WEDNESDAY													
ABC 11.30-12.33AM POLICE STORY-WED	11.30	6,490	8.9	4,080	5.6	21	7.3	6,120	8.4	4,230	5.8	23	6.6
	11.45				6.6*	21*	5.9				6.2*	22*	5.9
	12.00						4.9						5.5
	12.15				4.7*	19*	4.6				5.5*	24*	5.5
	12.30						4.2						4.5
ABC 12.33- 1.34AM WED. MYSTERY OF THE WEEK 12.33- 1.37AM	12.30	3,280	4.5	2,040	2.8	19	3.4	3,650	5.0	2,410	3.3	24	3.9
	12.45				3.2*	18*	3.0				3.5*	22*	3.1
	1.00						2.7						3.2
	1.15				2.5*	19*	2.2				3.2*	26*	3.1
	1.30						2.3						3.1
EVENING THURSDAY													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30 11.30-12.35AM	11.30	6,780	9.3	4,670	6.4	24	6.6	7,000	9.6	5,030	6.9	25	6.7
	11.45				6.6*	21*	6.6				6.7*	21*	6.6
	12.00						6.5						7.2
CONT'D	12.15				6.3*	26*	6.2				7.4*	30*	7.5

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING THURSDAY CONT'D													
ABC 11.30-12.36AM STARSKY AND HUTCH-11:30-CONT'D	12.30						5.3						5.9
ABC 12.36- 1.18AM TOMA	12.30	3,210	4.4	2,550	3.5	23	3.6	3,430	4.7	2,770	3.8	25	4.2
12.35- 1.17AM	12.45				3.5*	21*	3.5				3.9*	23*	3.7
	1.00						3.4						3.7
	1.15						3.5						3.3
CBS 9.00-11.15PM NBA CHAMPIONSHIP GAME-THU(S)	11.00							FOR RTGS SEE PAGE A-9					11.3
EVENING FRIDAY													
ABC 11.30-12.36AM BARETTA-11:30PM	11.30							6,050	8.3	4,160	5.7	19	6.2
	11.45										6.0*	18*	5.8
	12.00												5.5
	12.15										5.5*	20*	5.5
	12.30												5.0
ABC 11.30- 1.25AM CALIFORNIA JAM II(S)	11.30	6,710	9.2	3,130	4.3	16	5.9						
	11.45				5.4*	16*	4.8						
	12.00						4.7						
	12.15				4.6*	16*	4.6						
	12.30						4.0						
	12.45				4.0*	17*	4.0						
	1.00						3.3						
	1.15				3.2*	17*	2.9						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	4,740	6.5	2,330	3.2	24	4.8	5,900	8.1	2,990	4.1	31	5.0
	1.15				4.2*	23*	3.7				5.0*	28*	5.0
	1.30						3.1						4.5
	1.45				3.0*	23*	2.9				4.2*	34*	4.0
	2.00						2.5						3.4
	2.15				2.3*	25*	2.0				3.1*	33*	2.9
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	13,780	18.9	13,780	18.9	38	18.9	10,640	14.6	10,640	14.6	31	14.6
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	6,560	9.0	6,120	8.4	19	8.4	5,540	7.6	5,320	7.3	17	7.3
CBS 8.58- 8.59PM NEWSBREAK-SAT.	8.45	9,550	13.1	9,550	13.1	29	13.1	6,710	9.2	6,710	9.2	23	9.2
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	8,600	11.8	8,600	11.8	27	11.8	7,870	10.8	7,870	10.8	27	10.8
NBC 11.30-12.55AM SATURDAY NIGHT	11.30	10,640	14.6	6,120	8.4	29	9.8	11,080	15.2	7,290	10.0	34	11.5
	11.45				9.4*	28*	9.1				11.3*	34*	11.1
	12.00						9.1						10.2
	12.15				8.8*	30*	8.4				10.0*	34*	9.8
	12.30						7.2						8.6
	12.45				6.9*	28*	6.4				8.4*	34*	8.2
EVENING SUNDAY													
ABC 7.58- 7.59PM ABC NEWSBRIEF-SUN.	7.45	10,720	14.7	10,720	14.7	31	14.7						
8.48- 8.49PM	8.45							6,780	9.3	6,780	9.3	21	9.3
CBS 7.18- 8.18PM 60 MINUTES	8.15	FOR RTGS SEE PAGE A-14					15.0						
CBS 9.56- 9.57PM NEWSBREAK-SUN. CONT'D	8.45							9,260	12.7	8,890	12.2	27	12.2

U.S. TV HOUSEHOLDS: 72,900,000

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM		QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
EVENING SUNDAY CONT'D														
CBS 9.56- 9.57PM NEWSBREAK-SUN.-CONT'D		9.45	10,790	14.8	10,790	14.8	24	14.8						
CBS 8.18- 8.48PM ALL IN THE FAMILY		8.45	FOR RTGS SEE PAGE A-14					15.1						
CBS 9.18-11.18PM MR. MAJESTYK(S)		11.15	FOR RTGS SEE PAGE A-14					17.4						
CBS 8.48- 9.18PM ALICE		9.15	FOR RTGS SEE PAGE A-14					16.9						
NBC 8.59- 9.00PM NBC NEWS UPDATE-SUN. 8.58- 8.59PM		8.45	9,620	13.2	9,620	13.2	23	13.2	11,010	15.1	11,010	15.1	33	15.1
NBC 11.30- 1.35AM NBC LATE NIGHT MOVIE		12.45	FOR RTGS SEE PAGE A-16			4.0*	22*	4.1	FOR RTGS SEE PAGE A-17			5.0*	24*	5.0
11.30- 1.34AM		1.00						3.9						5.1
		1.15				3.7*	26*	3.4				5.0*	29*	4.9
		1.30						2.1						3.4
EVENING MONDAY-FRIDAY														
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F 8.58- 8.59PM	M-F	8.15							9,190	12.6	9,190	12.6	24	8.4
		8.45	12,100	16.6	12,100	16.6	28	12.9						13.0
		9.45						17.5						15.9
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F	8.15							9,550	13.1	9,550	13.1	25	14.3
		8.45	9,190	12.6	9,190	12.6	22	12.2						12.8
		9.15						13.9						
CBS 11.30- 1.16AM LATE MOVIE I	M-F	1.00							FOR RTGS SEE PAGE A-17					3.7
CBS 12.40- 1.32AM LATE MOVIE II 1.16- 1.42AM	W & TH	12.00	4,300	5.9	3,280	4.5	27	4.4						
	TU-TH	12.15				4.1*	18*	3.9	3,650	5.0	2,990	4.1	29	4.2
		12.30						4.9						4.4
		12.45				4.4*	26*	4.6						4.1
		1.00						4.4						4.1
		1.15				5.2*	40*	5.0						3.9
		1.30						4.8						3.9
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F	8.45	9,400	12.9	9,400	12.9	22	12.4	9,330	12.8	9,330	12.8	24	12.8
		9.00						13.0						
		9.00						13.5						
DAY MONDAY-FRIDAY														
CBS 11.55-11.59AM CBS MID-DAY NEWS-EDWARDS	M-F	11.45	3,940	5.4	3,650	5.0	25	5.0	4,010	5.5	3,650	5.0	25	5.0
DAY SATURDAY														
ABC 8.55- 8.59AM SCHOOLHOUSE ROCK- 8.55AM		8.45	4,160	5.7	3,570	4.9	32	4.9	4,080	5.6	3,500	4.8	34	4.8
ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM		9.45	3,570	4.9	3,430	4.7	24	4.7	3,860	5.3	3,720	5.1	26	5.1
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM		10.45	3,350	4.6	3,210	4.4	24	4.4	4,160	5.7	3,790	5.2	24	5.2
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM		11.45	3,280	4.5	2,990	4.1	23	4.1	3,720	5.1	3,210	4.4	23	4.4
ABC 4.00- 5.27PM ABC WIDE WORLD-SPORTS SAT		5.00	FOR RTGS SEE PAGE A-28					.0						

CONT'D

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY / NETWORK / TIME (N.Y.T.) / PROGRAM	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD. BY 1/4 HR %
DAY SATURDAY CONT'D													
ABC 4.00- 5.27PM ABC WIDE WORLD-SPORTS S-CONT'D	5.30						.0						
ABC 5.00- 6.03PM PREAKNESS STAKES(S)	6.00	FOR RTGS SEE PAGE A-28					10.9						
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	2,990	4.1	2,620	3.6	27	3.6	2,330	3.2	1,970	2.7	23	2.7
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	3,790	5.2	3,650	5.0	30	5.0	3,790	5.2	3,280	4.5	29	4.5
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	6,120	8.4	5,900	8.1	41	8.1	6,270	8.6	5,900	8.1	37	8.1
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	5,980	8.2	5,320	7.3	37	7.3	6,340	8.7	5,830	8.0	35	8.0
CBS 10.56-10.59AM IN THE NEWS-10.56AM	10.45	4,670	6.4	4,590	6.3	34	6.3	4,520	6.2	4,300	5.9	28	5.9
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	4,450	6.1	4,080	5.6	30	5.6	4,880	6.7	4,810	6.6	34	6.6
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	4,010	5.5	3,570	4.9	27	4.9	4,370	6.0	4,160	5.7	30	5.7
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	3,060	4.2	2,840	3.9	22	3.9	4,230	5.8	3,860	5.3	28	5.3
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	3,650	5.0	3,570	4.9	27	4.9	3,570	4.9	3,280	4.5	26	4.5
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	3,130	4.3	2,990	4.1	21	4.1	3,210	4.4	2,990	4.1	21	4.1
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	2,410	3.3	2,330	3.2	16	3.2	2,330	3.2	2,190	3.0	14	3.0
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	1,900	2.6	1,750	2.4	14	2.4	1,900	2.6	1,750	2.4	16	2.4
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,410	3.3	2,190	3.0	16	3.0	1,680	2.3	1,680	2.3	14	2.3
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	1,020	1.4	1,020	1.4	11	1.4	730	1.0	730	1.0	9	1.0
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	730	1.0	660	.9	7	.9	1,170	1.6	1,170	1.6	12	1.6
CBS 3.00- 5.17PM NBA CHAMPIONSHIP GAME-SUN	5.15	FOR RTGS SEE PAGE A-34					8.7						
CBS 5.17- 7.18PM MEMORIAL GOLF TOURN.-SUN.(S)	7.15	FOR RTGS SEE PAGE A-34					11.7						

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).